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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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The Evening Bulletin

Largest Evening Newspaper in America

ANNOUNCES

the Ownership of

Station WPEN

Philadelphia

Through an understanding of the life, habits and interests of Philadelphians, The Evening Bulletin has grown from small beginnings to a daily circulation of well over 600,000 —the largest evening circulation in America.

In taking over the ownership and operation of Station WPEN, it is our intention to follow the same principles of service.

We have full confidence that the response of Philadelphians to an understanding of their needs and desires will result in an ever increasing circle of WPEN listeners in the Philadelphia area.

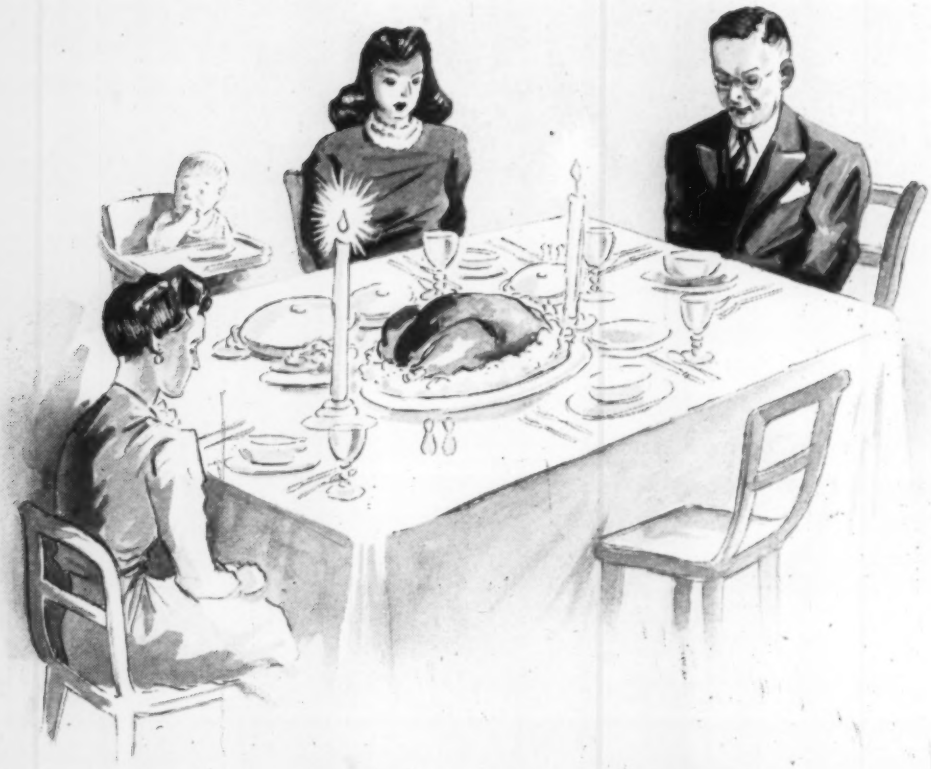
THE EVENING BULLETIN

In Philadelphia It's

WPEN

XUM

R v. 28 Jan.-Mar. 1945



At the Peace Table!

While men of great genius explore the perplexities of achieving a just and lasting world peace, others gathered at peace tables everywhere bow their heads to petition the Divine Peace Maker that He hurry along home their missing "delegates."

If, through any service of ours during 1945, just one such "delegate" returns who might otherwise join the countless silent heroes who roam the Eternal Halls of Peace, ours will, indeed, be a Happy New Year!

May we wish for you the same opportunity for the same superb Happy New Year!

THE FORT INDUSTRY COMPANY

A FORT INDUSTRY STATION

WSPD — WWVA — WMMN — WHIZ — WLOK — WAGA — WFTL

Tech

LEAR THE SALES BARRIERS

IN THE NASHVILLE AREA

Among the WSIX thorough-breds there are two that are capturing the attention of numerous agencies and advertisers — "NO WASTE COVERAGE" and "LOW UNIT COST". They clear the sales barriers in the Nashville Market and have that lift necessary to make sales campaigns profitable. A varied schedule of popular local and choice network programs carefully selected from both The Blue Network and Mutual Broadcasting System are responsible for their popularity. For more information on "NO WASTE COVERAGE" and "LOW UNIT COST" wire or write

THE KATZ AGENCY, INC.

National Representatives

5000 WATTS • 980 K. C.
BLUE MUTUAL

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

ANNOUNCING . . . .

• A GREAT NEW
• OPPORTUNITY IN
• WESTERN MICHIGAN

• • • • • • • • •

This month a brand new radio station goes on the air in *Grand Rapids.*

It's WJEF—CBS, owned and operated by the Fetzer Broadcasting Co., and sold *in combination with WKZO, Kalamazoo, at a bargain rate per thousand radio homes covered.*

As you know, NO Chicago or Detroit station gives adequate coverage of Grand Rapids, Kalamazoo or Western Michigan. Furthermore, no Grand Rapids station gives even minimum coverage of Kalamazoo, Battle Creek or Southwestern Michigan. . . . Now the new combination—WKZO plus WJEF—*for the first time offers complete coverage of all Western Michigan,* with CBS audience-appeal, with skilled local programming for the separate markets involved, and with one low combination rate to pay! We would be happy to send you all the facts—or just call Free & Peters!

WKZO
CBS—FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

Both owned and operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.

Starting at 5 a.m. with WWL's Farm Program

Speed up at 7:30 with WWL's "Dawn Busters"

Folks turn first to—WWL NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

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The Weekly Newsmagazine of Radio Broadcast Advertising

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This is The WEST VIRGINIA NETWORK

Parkersburg

WPAR
CBS
250 on 1450

Clarksburg

WBLK
NBC
250 on 1400

Huntington

WSAZ
BLUE
1000 on 930

Charleston

WCHS
CBS
5000 on 580

THE WEST VIRGINIA NETWORK

JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

National Representatives, THE BRANHAM COMPANY

what makes a . . .

EXCLUSIVE

LARGEST of the "pig tribe" and one of the heaviest of living mammals, the Hippopotamus is EXCLUSIVE because of the horselike appearance of its head and its championship swimming and diving. Lard made from the Hippo is of excellent quality and is called "lake-cow fat". Its weight exceeds four tons, it lives on grass and weeds and its name means "river horse".

EXCLUSIVELY FM is again KOZY's New Year Resolution, as it steps forward into its third year of EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING, sure of its audience, confident of its ability to increase its value to the Progressive Community it serves. KOZY's Popularity in the Kansas City Area, Pioneered and Proved, can become YOURS EXCLUSIVELY in 1945! Ask for Full Details.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station

KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area

An ORCHID to an Advertiser

Back in 1940, before Pearl Harbor, the Studebaker Corporation signed a 13-week contract for three newscasts weekly.

Everyone knows that it's no trick to sell automobiles today if a dealer is lucky enough to have any for sale.

Yet, every 13 weeks for almost four years, Studebaker has renewed.

For this wise, far-seeing policy, looking forward to the greater post-war Detroit

an orchid!

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

NBC BASIC NETWORK

ASSOCIATE FM STATION WENA

"Nebraska's Capital City Station"
LINCOLN Nebraska
Blue and Mutual Networks

At Deadline . . .

NEGOTIATIONS between the NBC and Blue networks and the National Assn. of Broadcast Engineers & Technicians (NABET) are to be resumed this Wednesday in New York, with likelihood that the union will force the companies into signing or refusing to sign contract covering jurisdiction over platter turners.

LEAF GUM Co., Chicago, Jan. 20 begins sponsorship for 52 weeks of a series of musicals, Saturday, 4:45-5 p.m. CWT (repeat 5:30 p.m.) on 79 NBC stations covering Midwest to New York. Agency is Bozell & Jacobs. Show replaces *Starring Curt Massey*, dropped by Schutter Candy Co., Chicago, for spot campaign in 22 markets. Agency, Schwimmer & Scott, announced plans may include half-hour Hollywood network show.

NEW APPLICATIONS filed with the FCC: WFTC Kinston, N. C. for shift of assignment to 5,000 w on 590 kc from 250 w on 1230 kc. KFBI Wichita for power increase daytime from 5,000 w to 10,000 w (1070 kc). KQW San Francisco for new FM station on 44,300 kc with 19,000 sq. mi. coverage and estimated cost of $132,050.

SELLERS of SALES

MURRAY CARPENTER literally learned the advertising business from the ground up. He started ten years ago, just out of school, as personal messenger to Richard Compton. With a decade of solid agency experience behind him, Murray's current job is that of media supervisor in charge of all time and space on the Procter & Gamble account, working under Guy Richards, vice-president in charge of media.

In a short time, after joining the agency in 1934, young alert, affable Carpenter was advanced to the media department where he did clerical work. Later he became assistant to Roy Shults, who then was spacebuyer on the Seagram account, and now a CBS account executive.

MURRAY

In 1936 some of the Compton accounts developed a wider interest in spot radio. P&G, already a large network user, expanded its placement of both spot announcements and transcribed quarter-hour shows for some of its products, including Crisco, Lava and P&G White Laundry Soap. Murray worked with Roy Shults on this spot placement. P&G pioneered spot radio in Canada—there were no Canadian networks and the company was placing its U. S. network shows on a transcribed basis throughout Canada. It was and still is one of the largest U. S. advertisers in Canada.

After indoctrination into the account end of the agency as assistant to Chauncey Landon, executive on the Crisco account, Murray took over, in the early part of 1942, the buying of newspaper and supplement space for Duz. The following year he was made supervisor for all media on that account, and in mid-1943 he became agency radio supervisor in charge of time placement. He was recently appointed media supervisor on Procter & Gamble.

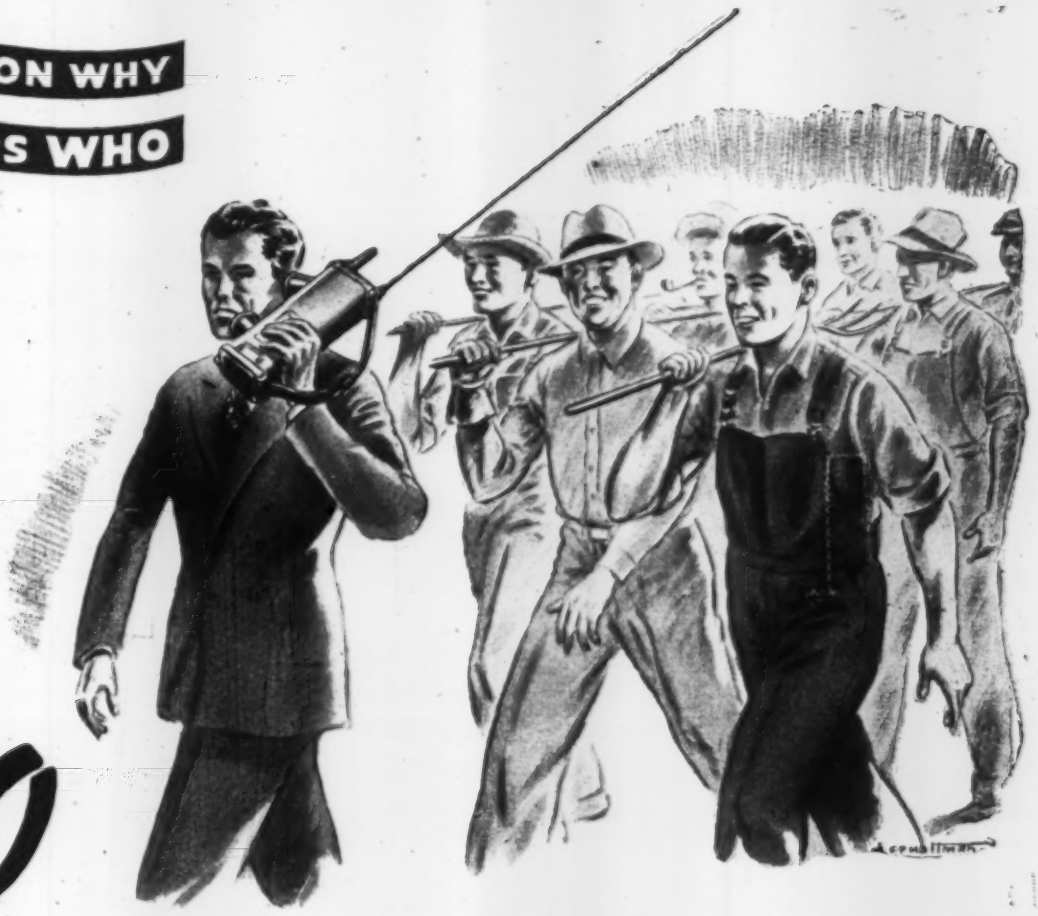
No agency executive will talk in terms of billing—especially in the highly competitive soap field—and Murray, who is cordially but cautiously discrete, is no exception. However, a study of lineage, radio, and media reports shows that P&G accounts under the Compton wing—Crisco-Fluffo, Ivory Soap and Flakes, and Duz, spent about $10,000,000 in advertising in the U. S. and Canada during 1943, giving some idea of the scope of coordinating those media expenditures. About 60% of it went into radio, the remainder split between magazines and newspapers, but every dollar—wherever it was spent—was tabbed and results accurately checked.

Murray is an active family man. He was married in 1938 to Harriet Lang, a Compton alumna. They have three children, Carol, Nancy, and Robin. When he has time, he relaxes with easel and brush. He's pretty good at it, too.

Sell WITH WDEL

WILMINGTON DELAWARE
NBC Basic Station
5000 WATTS day and night
Represented by
RAYMER

ANOTHER REASON WHY IOWA PREFERS WHO



WHO helped get out the help!

Most radio advertisers who know Iowa also know that Iowa people prefer WHO to all other stations heard in the State, combined. But do you know the *why* of this preference?

We think Iowa people prefer WHO because WHO does more for Iowa people. Just one small instance: During the past Summer and Fall, farm labor was scarce as hens' teeth in Iowa. WHO's Farm Editor, Herb Plambeck, decided to do something about it—started a campaign of appeals for extra help in behalf of the hard-pressed farmer (directing his appeals to folks in towns and cities, where you would expect a small audience to farm programs).

A plan was developed in cooperation with the Iowa Agricultural Extension Service and the State Farm Labor Placement Service. Prizes were announced for those devoting the greatest number of hours to farm work. Entrants were nominated by someone else and were designated "Victory Farm Volunteers". *A total of 3,921 workers took part, turning in an aggregate of 165,763 hours of good hard farm work*—20,721 full, eight-hour "man days"!

Entries came from all sections of Iowa and "Iowa Plus"—Illinois, Wisconsin, South Carolina and even New Mexico! WHO awarded prizes throughout the season amounting to more than $1600 in cash and War Bonds.

What did WHO get out of it? Mainly the gratitude of over-burdened farmers for this unexpected assistance. Just one more reason why WHO has such a great influence with Iowa people. They know that whenever there is a public service need, WHO can be counted upon to *deliver.*

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, *Inc., National Representatives*

"Hooray! F&P got us everything we wanted!"

● We're not magicians. There are still only 24 hours on our stations' clocks. But every one of those stations will bust a button to find a place for the business that our F&P Colonels dig up.

Why? Well, not solely because they l-o-v-e us! Principally, we guess, it's because they're *well-managed* stations, and they know the surest way to keep us on our toes! Whatever the reason—try us and see!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

1920—RADIO'S 25TH ANNIVERSARY---PLEDGED TO VICTORY—1945

BROADCASTING
and
Broadcast Advertising

VOL. 28, No. 1 WASHINGTON, D. C., JANUARY 1, 1945 $5.00 A YEAR—15c A COPY

Radio Ready to Make 25th Year Its Best

Increased Revenue, Improved Service Pave Way for New Achievements

By BILL BAILEY

IT'S HAPPY BIRTHDAY to radio—in the form of its greatest potential year in history—on the art's 25th anniversary.

Increased net revenue in 1944 came as radio's Christmas present. Gross billings last year were estimated at $350,000,000, as compared to about $4,800,000 in 1927, first year in which statistics were gathered and the first full year of network broadcasting. For a birthday present business leaders—advertisers, agencies, networks, station representatives, broadcasters—predict that 1945 will be the greatest of all years.

Another anniversary gift—the Broadcast Measurement Bureau—radio's attempt to outline to the advertisers its great potentialities, will be delivered this year. Through the BMB, established by the NAB, the American Assn. of Advertising Agencies and the Assn. of National Advertisers, a standard method of measuring broadcast coverage will be evolved. The BMB gets into full swing within a fortnight.

Little Time Available

Only one factor will prevent radio from skyrocketing beyond the ken of prophets—lack of available time. Already advertisers are signing long-term contracts in both the major and secondary markets to assure themselves time on the air. Late-comers, squeezed out of newspapers because of the newsprint shortage, and manufacturers of new products find it increasingly difficult to buy time.

Surveys conducted the past fortnight by BROADCASTING staff members in the major markets point to a rosy outlook in 1945, despite the war. As to the major networks, both CBS and NBC New York reported a sellout of time. Blue and Mutual anticipate bigger business on the 1945 horizon, what with recent changes in management.

CBS estimated its 1944 gross billings would exceed by 10% the figure of $57,951,144. Two additional discounts for advertisers were added in 1944. Fourteen new affiliates brought the total network to 143.

NBC reported a net revenue increase of 12% in 1944 over 1943, with 111 commercial programs using the full network against 89 in 1943. Advertisers increased from 73 in 1943 to 80 last year. Seven more stations became affiliated with NBC, bringing the network to 149.

Spot sales reached an all-time high, 21% over 1943, although there was a drop in one-minute spots.

Gross network time sales of the Blue Network for 1944 totaled $41,300,000 compared to $24,870,000 in 1943, up 66%, Chester J. LaRoche, vice-chairman of the Blue announced Friday in a yearend review. Local and spot sales in 1944 were $2,600,000, up 33%. Network affiliates increased from 174 to 194.

Spot Billings Up

Because the networks can offer little to newcomers, spot billing increased 25% in 1944 and the continued upward trend is anticipated this year. The past year saw greater activity in program selling, with creation of local programs for local sponsors slated to become one of the year's major developments.

Many advertisers turned to radio last year for the first time and indications were that future budgets would include the medium. Among these were theatres, night spots, restaurants, industry seeking help. Used cars which furnished a lucrative income to radio in 1943, dropped to virtually nothing last year in the East but on the West Coast, where thousands of war workers buy and sell used cars, radio still held a major share.

Department stores which had used radio prior to 1944, increased budgets last year, and many others, sold on the NAB retail promotion plan, gave broadcast advertising a try, with the result that 1945 should see more such retail outlets in the radio fold.

Eye Spot Reaction

There was a variety of opinion on spot announcements. Agencies and representatives alike were critical of the WWJ Detroit ironclad ban on transcribed commercials. They felt that stations could handle the situation better by using editorial judgment in accepting transcriptions, rather than casting them aside.

There was criticism, too, of the WJZ and WENR abolition of nighttime spots except time signals. By and large, however, advertisers and agencies were watching the profession, wondering if other stations might not follow the leads of WWJ WJZ WENR, now that radio is fully grown.

Some stations increased rates the last year to help absorb some of the higher cost of operation and increased listening. Generally it is anticipated others will follow.

Foresee Global Advertising

While radio's anniversary slogan is *Pledged to Victory* and the profession looks with pride on its all-out assistance in the war last year, leaders are not unmindful of the future and the possibility of an end to the European war this year. In the East thoughts are turning to television and FM as potential new advertising outlets. On the West Coast, however, the postwar planning still is in the conversational stage.

Since the war with Japan is expected to continue some time after European hostilities cease, and because the West Coast is a strategic military and naval area, little thought is given to anything but winning the war. Television and FM are regarded as something for the future—not immediately. With virtually all stations in the major West Coast markets hanging out the SRO signs for the first quarter of the New Year, advertisers who have not signed up for air time are in a quandary.

Banner Year

Nonetheless manufacturers are thinking of West Coast radio on a global basis. They point out that scores of newscasts and entertainment programs in English are being beamed by international shortwave to our troops overseas. What's to prevent the Australians, New Zealanders and English-speaking peoples in New Guinea and the many islands of the Pacific from listening in and enjoying American radio? They see in international broadcasting a fertile field, when distribution problems are worked out.

Canada enjoyed a banner year in 1944, with revenue up 10-15% and prospects even brighter for 1945. Last year saw more advertisers and the broadcast by Canadian stations of more commercials from U. S. networks. Radio in

A PLEDGE TO TOMORROW

By J. HAROLD RYAN
President, National Assn. of Broadcasters

IN THIS issue of BROADCASTING Magazine, you will find summarized the accomplishments of radio during 1944 and a compilation of predictions for 1945.

This has been a good year for radio and 1945 will be a better one, judging by the prospects. One must consider balance sheets to measure the progress of radio, for balance sheets represent an index to the medium's effectiveness. But radio is not a business in the same sense as the corner store which may limit its service to moving merchandise off the shelves.

Radio has other responsibilities, interwoven with the welfare of the people of the world. These were discharged nobly in 1944. This is an appeal, as we start the 25th anniversary year of our great art, that these responsibilities be remembered in 1945.

Let us make it a radio year that historians will remember when they record the story of the march of the United Nations to victory and peace. Let us pledge ourselves to victory first, using our medium with all the originality that broadcasters can summon to strengthen the resolve of America to fight a good fight.

Canada has expanded annually since the war began in 1939. With two East-West networks in operation, greater growth is expected this year.

Little thought is given, however, to television and FM. There are no such stations in the Dominion and while some applications may be filed, the Canadian Broadcasting Corp., which controls all radio, so far has established no regulations governing the new services. Canadian broadcasters are concentrating efforts now on increased power, promised them with the thaw of equipment freezes.

Following is a survey of the major markets, conducted by BROADCASTING:

NEW YORK

By BRUCE ROBERTSON

FROM a purely business point of view, 1944 was the best year American broadcasters have ever had. Whatever their differences of opinion on other matters, station and network commercial managers, agency timebuyers and station representatives queried by the New York office of BROADCASTING agreed on this.

They also agreed that as far as can be foreseen now, 1945 will be even better than 1944, with the reservation that in time of war no one can see very far ahead. But from business already placed, 1945 will get off to a start several notches ahead of 1944.

New Business a Factor

Four basic reasons were advanced for the year's increase in radio billings: First, the major part of the industry's revenue comes from home-used housewife-bought merchandise, items consumed year in and out and advertised on the air with the same consistency. Second, the paper shortage and the resulting curtailment of publication space has forced many advertisers to try out radio, with results so good that it is believed most of these new advertisers will continue with radio even after unlimited space in printed media is again available.

Third, the present tax situation encourages the maintenance of advertising, even by companies with nothing to sell to civilians now, to keep their brand names alive for the postwar period.

And finally, station rates widely increased during 1944. Some agency objections were registered to what they termed taking advantage of a wartime situation, whereas the station representatives upheld the increases as justified by increased audiences.

The end of the war in Europe, generally expected sometime in 1945, probably will permit a limited consumption of production of civilian goods, with a concurrent shift from institutional to direct selling. A temporary slackening or stoppage of advertising may accompany the conversion period for any particular product, but differences in time and duration of the conversion of various products is expected to prevent any general advertising decline.

In the network field, CBS and NBC probably will continue their present SRO condition, showing slight increases in revenue as station rates rise. With old-line advertisers consistently renewing their top-rating programs and few "war babies", much change in their position seems unlikely in 1945.

Spot Increase Expected

The Blue, with a new and aggressive program improvement policy and a campaign to strengthen its station lineup off to a good start, looks to the new year as turning out even better than 1944, which was "away ahead of 1943". Mutual, whose 1944 billings were more than 50% up from 1943, is expected to take an even more important place in the network picture in the year to come, when its new president and his staff begin putting their policies into effect.

National spot radio billings for 1944 will run better than 25% ahead of 1943 and maybe higher than that, between increased volume of business and increased station rates. Smaller stations are benefiting by the business their larger competitors are either unable or unwilling to accept. Outside of motion pictures, which became a major radio advertising classification in 1944, the increase in national spot was due largely to greater expenditures by old-time spot users, notably proprietaries.

An increase in program selling, as contrasted with announcements, was reported by the representatives of some larger stations, particularly CBS Radio Sales and NBC National Spot Sales Dept. They pointed out that by building programs salable to advertisers these stations were both increasing revenue by selling talent as well as time and increasing listening by replacing announcement periods, which seldom obtain very high ratings, with programs which may attract a sizable audience.

Not yet widespread enough to constitute a trend, the creation of local programs for sale may possibly become a major development in 1945, especially if the drive to do something about announcements gains momentum. This cleanup campaign was considered a good idea by practically everyone interviewed, but there was little agreement that the method invoked by WWJ — completely eliminating transcribed announcements—is the proper one.

Some agency people declared that all spots should be removed from the air, calling them parasites on the commercial programs which build the audience by which the spots benefit. Other agency executives defended "good" announcements, with considerable diversity of definition of the term, and urged strong commercial editing of copy by stations as the most practicable solution. Most felt it unfair to label all announcements as bad just because they are recorded.

Reps Oppose WWJ Move

The WWJ edict was almost unanimously decried by the station reps, who were equally unanimous in expressing the opinion that few if any other stations would follow suit. Nor did they think many stations would copy WJZ in removing station break announcements in the peak evening hours. It was pointed out that as a network key station, WJZ could follow a policy quite different from that which would be practicable for an independently operated station. The ban on middle commercials in newscasts effected earlier by WJR was cited as the type of program improvement that is applicable to most stations.

Some alarm was expressed over the lack of understanding some advertisers and agencies have of station economics, with one top sales executive pointing out that the elimination of between-program announcements alone would put most stations in the red. He stressed the need for an educational campaign to explain to the buyers of time that without announcements the stations would have to greatly increase their revenue from programs and that any general falloff in announcement volume would be followed by either a sharp rise in network rates or a large number of station bankruptcies.

Local Sales Up

Local business also flourished in 1944, with department stores the leading classification in increased use of radio, a fact so obviously resulting from the NAB retail presentations that many a skeptical station operator has changed his mind about the value of industry promotions. Motion picture theatres in many cities backed up the national radio advertising of the picture producers with local programs or spots.

Jewelers, furriers and other luxury product retailers were prominent in the local picture, as were service delivery items such as milk and bread. Use of radio by war plants to enroll personnel also was reported on the increase.

In New York, help-wanted ad-

(*Continued on page 56*)

Advertising Played Important Part in Mobilizing War Effort

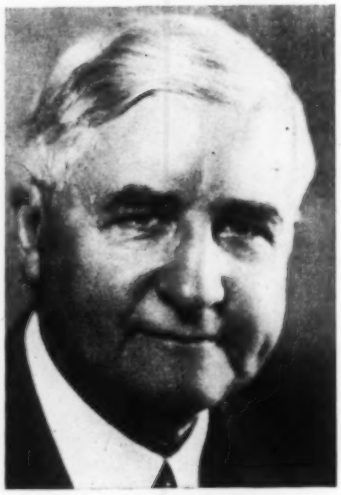
Viewed as Essential in Tackling Reconversion; No Media Used More Effectively Than Radio

By JESSE H. JONES
Secretary of Commerce

ADVERTISING has earned a large share of the credit for mobilizing our citizenry to all-out war effort, proving for all time its power as a persuasive force.

The cost of this continuous program of persuasion, paid for by American business, is well over a billion dollars. All media have been utilized, none more consistently or more effectively than that of radio.

As we enter the fourth and perhaps crucial year of our participation in World War II, advertising will be called on to continue its role of persuading the people to keep on the right road to victory.



MR. JONES

Postwar Problems Vary

While the extent of postwar problems will vary widely in different types of endeavor, their solutions stem from the common need to maintain high employment and, thus, the fullest possible use of our productive capacity. An indication of our overall requirements is best seen in the light of wartime accomplishments.

It is estimated, for example, that in 1944 our gross national product —measure of total goods and services produced—will amount to approximately 197 billion dollars and that our national income will be about 157 billion dollars. At the same time, people have saved as never before; individual savings during the past year are expected to exceed 35 billion dollars, a third of which are in war bonds.

When peace comes, larger markets must be built up quickly, and a demand must be created for the higher flow of consumer products. Certainly, advertising which has so clearly demonstrated its power of persuasion during wartime will be needed to stimulate a desire on the part of the public that will result in a wave of buying. Only through such mass consumption can our postwar goals of sustained high employment and production be achieved.

Victory Paramount to All Else in Radio

CHAIRMAN PORTER

FCC to Announce New Allocations

25-30,000 mc Report Jan. 15; Recording Rule Deferred

PROPOSED allocations between 25-30,000 mc will be issued by the FCC "on or about Jan. 15", the Commission disclosed late Friday, following a meeting. At the same time the FCC announced that consideration of Order 119 to require networks to record all programs was postponed indefinitely due to material and manpower shortages.

When the proposed allocations report is made public, it will provide approximately 30 days for the filing of briefs and oral argument before a final decision is announced. A similar report will be issued later covering frequencies below 25 mc.

Two other broadcast actions were taken by the Commission Friday. Transfer of control of the Pacific Coast Broadcasting Co., licensee of KPAS Pasadena, to Wesley I. Dumm, Loyal K. King, Thomas L. Bailey, Clarence A. Nisson, John K. Evans, Emer D. Bates, Maurice Enderle and John A. Smith through purchase of 43.78% or 1,116½ shares of outstanding common stock, from J. Frank Burke Sr., J. Frank Burke Jr. and W. M. Burke for $178,640 was approved. (Earlier duopoly story on page 63.)

Petition of the Blue Network Co. on behalf of WJZ New York and KECA Los Angeles to enlarge the issues in hearing on applications of Albuquerque Broadcasting Co., licensee of KOB, for modification of construction permit, for license to cover construction permit, and authority to determine operating power by direct measurement, was denied. KOB is broadcasting under special service authorization of 770 kc. KECA seeks to change from 790 to 770 kc. WJZ is the dominant station on the 770 kc channel.

FCC Ready, However, to Tackle New Developments at War's End

By PAUL A. PORTER
Chairman, Federal Communications Commission

AS IN 1944, the coming year will see the continuance of all-out efforts by the communications industry and the Government to win the war. Wartime activities will continue to be the paramount business of those in Government concerned with communications. As the new Chairman of the FCC, I have no other thought or objective except for a continued mobilization of all the resources of Government and industry in the successful prosecution of the war.

In the brief time that I have had the opportunity to review with my colleagues the problems of the Commission, I am impressed by the high quality of work that is being done by the Commission and its staff. I have had the opportunity to become familiar with some of the preparations that are being made by the Commission looking towards new developments that should swiftly follow the cessation of hostilities.

The primary responsibility of the Commission in devoting its full energies to wartime tasks has not made it possible to develop in detail new regulatory bases for postwar broadcasting and communications, although much preliminary work has been done. I am confident that in the event 1945 brings a conclusion to the war, the Commission will be ready to move rapidly into the work of discharging its responsibilities in postwar communications developments. However, emphasis will continue on wartime tasks until the principal job of all Americans is completed and victory is achieved.

RADIO LUXEMBOURG BACK ON AIR

Powerful Allied Station Broadcasts Warning on German Efforts to Confuse Listeners

RADIO LUXEMBOURG, dramatically captured from the Germans last September through the ingenuity of Morrie Pierce, while on leave from WGAR Cleveland as chief engineer for OWI in Europe, was back on the air Friday after a temporary silence for security reasons.

Fear for the safety of the station, which had not been heard for four days during the early part of the Nazi counter-offensive, was relieved on Saturday, Dec. 23 when operations were resumed to send out an urgent warning against broadcasts by a German-controlled station using a similar wavelength.

Warning to Listeners

The warning, relayed by BBC to OWI, stated:

This is Radio Luxembourg, broadcasting under control of the United Nations. Here is an important warning to our listeners. . . . The Germans are trying to confuse you and to mislead you into action which will help their desperate gamble and will hinder the Allied counter-measures now in progress. The Germans are broadcasting both news and instructions purporting to emanate from Allied radio stations.

German-controlled broadcasts are already being transmitted on a wavelength near enough to the wavelength of Radio Luxembourg to lead listeners astray. Listeners must be careful to identify the station Radio Luxembourg, which broadcasts on 1,293 meters . . . and is clearly recognizable as a station of the United Nations.

Listen for the voices you know and beware of German attempts to trick you.

During the farthest point of the German advances, Luxembourg was reported to have been within 10 miles of an enemy column. The transmitter, however, is located at Junglinster which is 18 kilometers (approximately 10 miles) from Luxembourg and apparently south of the German push.

An interesting revelation in connection with the capture of the station, bearing on the German offensive, was told recently by Philip H. Cohen, director of the OWI station ABSIE in Europe, while on a visit to the U. S. [BROADCASTING, Dec. 25]. In view of the high power of the station (150 kw) and its importance as a propaganda weapon, it seemed incredible that the Nazis did not destroy it before the American Army was in a position to surround the station and prevent the enemy from doing anything but slight damage. Luxembourgers who had been present when the Germans evacuated, Mr. Cohen said, reported the Germans as saying, "we will be back within three weeks".

Radio Luxembourg is now under the control of the Allied forces and is being used essentially as a tactical weapon. Among Americans assigned to directing its operation is Lt. Col. Sam Rosenbaum, former manager of WFIL Philadelphia.

Blue Sells Stock

A FEW executives of the Blue Network have been invited to purchase stock in the company which is authorized to issue 100,000 shares. Plans are being drawn for the transactions. Price and names of potential purchasers are not being disclosed.

Farm Radio Count Starts This Week

Census of Agriculture Will Measure Rural Audience

RADIO'S rural audience is being counted this week by an army of 26,000 enumerators who have set out to interview 6,000,000 farmers for the 1945 Census of Agriculture, taken every five years by the Bureau of the Census.

Among the 205 questions to be asked is one on radio ownership. Another question on electric facilities will enable the Bureau to compute the number of battery as well as electrically operated sets.

Important to Advertisers

Other data include population farm acreage and value, mortgage debt, housing, labor, facilities in dwellings, machinery, field crops harvested in 1943, livestock on farms, dairy products sold, irrigated land on farms, automobiles, telephones, and timber sales [BROADCASTING, March 27].

Correlation of the data will provide information important to advertisers and marketers in determining best markets for a variety of products purchased by farmers. Stations will be able to assemble facts on the social and economic characteristics of the farm population in their respective coverage areas.

Preliminary tabulation of the enumerators' schedules will begin in about two months but reports by counties and states will be held up unless a supplementary appropriation for the work is provided by Congress (See editorial on page 38). The entire census is to be completed in about two years.

Plans for the Census Bureau for four other projects to obtain information for Government and private industry in planning for reconversion are expected to be placed before Congress when the 79th session convenes. Appropriations for some of the work, as well as a $5,500,000 supplementary request to complete the Census of Agriculture, were refused by the last Congress. The program comprises the biennial Census of Manufactures, the 5-year Census of Business, a sample expanded Labor Force Survey, and a sample Survey of Consumer Income [BROADCASTING, Dec. 18].

Hymes Joins WNEW

JOHN D. HYMES who resigned Dec. 22 as deputy chief of the OWI Domestic Radio Bureau [BROADCASTING, Dec. 4] joins WNEW New York Jan. 2 as an account executive, Mr. Hymes for eight years was timebuyer and station relations chief of Foote, Cone & Belding, New York, before joining the OWI in June 1943.

Bannister Defends WWJ Ban; Agency Heads Suggest Editing

Frank Palmer Commends 'Courageous' Stand But Disagrees With Blanket Abolition

HARRY BANNISTER, general manager of WWJ Detroit, defended his station's action in banning transcribed commercial announcements [BROADCASTING, Nov. 27] before an AAAA group in New York last week. Kenyon & Eckhardt, meanwhile, disclosed that its transcribed announcements would be placed on other Detroit stations after Feb. 1, when the new WWJ policy goes into effect.

The New York audience included about 20 members of the association's Committee on Radio Broadcasting and a Subcommittee on Timebuying. Citing examples of "growing opposition" to commercial radio within Government and the profession itself, and referring to the "smouldering though as yet inarticulate resentment of large sections of the listening audience", Mr. Bannister proposed that his station's action was directed toward avoiding stricter Federal control of radio.

Palmer Suggests Plan

Agency representatives agreed with the motives impelling the WWJ decision but disagreed with the methods employed. They suggested, as had Chicago colleagues when Mr. Bannister appeared before the Chicago Radio Management Club [BROADCASTING, Dec. 11], that more careful editorial supervision of all announcements, live and transcribed, by the stations would accomplish the purpose the Detroit manager had in mind.

Meanwhile Frank Palmer, chief timebuyer for Kenyon & Eckhardt, released for publication a letter he had written to Mr. Bannister in which he suggested a plan countering that announced by WWJ. His statement proposed that the creation of a continuity editorship on all stations to consider commercial spots and programs in the light of station policy "would be a more logical step to take".

"Radio station management must acknowledge, as you have done," Mr. Palmer wrote to Mr. Bannister, "the presence of a most unhealthy situation. However, little will be gained unless station management accepts the responsibility of determining:

1. Basically is the commercial copy and its presentation in good taste?
2. Can it be scheduled without harsh conflict with adjacent programs in the spots offered by the station and selected by the advertisers?
3. Is our schedule overcrowded with spot announcement?"

Responding to Mr. Bannister's comment that listener reaction to the WWJ plan had been favorable, Mr. Palmer suggested that perhaps listeners did not realize that "your plan contemplates the replacement of transcribed announcements with live copy read by one voice." This type of copy, Mr. Palmer asserted, can be monotonous.

His letter concluded: "As an agency, we do not wish to penalize WWJ for placing a ban upon transcribed announcements. But, since 90% of our spot radio copy is transcribed, for what we believe to be very good reasons you force us to place our business on other Detroit stations.

"I think your action was very courageous, but I don't think you have gone all the way toward solving the problem."

Mr. Palmer maintained that Mr. Bannister erred in condemning all transcribed announcements because a few of them were ojectionable. This was in rebuttal to Mr. Bannister's assertion that proper selectivity could not be exercised over announcements on platters.

MAJ. GLENN MILLER MISSING IN FRANCE

MAJ. GLENN MILLER, veteran orchestra leader and radio personality, is missing in action, his wife was advised last week by the War Dept. On Dec. 15 he boarded a plane in London to precede his orchestra to France to play for American troops. No word has been heard from the plane since it took off and it is presumed lost.

Although over age, Maj. Miller volunteered his services to the Army. Once in uniform he organized a 62-piece band, composed of former well-known personalities, among them Warrant Officer Paul Dudley, former vice-president of D'Arcy Adv. Co., in charge of the Coca Cola account; Lt. Don Haynes, his executive officer, and Sgt. Ray McKinley, a former bandleader.

It was through Col. E. M. Kirby, chief of the Radio Branch, War Dept. Bureau of Public Relations, while he was director of broadcasts for SHAEF that Maj. Miller was assigned to entertain soldiers in the European theatre. Of Maj. Miller Col. Kirby said:

Glenn Miller volunteered in the service of his country even though he was beyond the age for military duty He did this because he felt that American music had a military mission to perform in this war. His record speaks for itself. His loss will be felt not only by all Americans at home, but by all Allied soldiers on the battlefield and in the hospitals of Europe whom he served so faithfully and generously. We have lost a gallant gentleman and a great American. With Mrs. Miller we hope and pray for his return.

Use of 300 mc Transmitter For Video Awaits War's End

IN MEETING the challenges of war, radio performed services in 1944 believed impossible in 1940, according to Brig. Gen. David Sarnoff, RCA president on leave, in his year-end statement reviewing radio's progress during the past year.

Telling of developments in RCA laboratories, Gen. Sarnoff described a 300-mc television transmitter which he said was the first of its kind developed to use 5 kw for video broadcasting. Its development, according to Gen. Sarnoff, came about primarily through the creation of a special electronic tube and associated circuits. Full use of the new transmitter, Gen. Sarnoff explained, must wait until the end of the war.

Postwar Developments

As a result of radio-facsimile development, RCA research scientists were disclosed to have built a duplicator for making copies of letters, documents, drawings and pictures. The new apparatus, which may be used to supplement photostat or blueprint machines, can be operated by non-skilled personnel, Gen. Sarnoff said.

It was revealed that during the year more than 1,000 RCA research scientists and engineers have been working on wartime research, development and production of radio-electronic equipment to establish RCA as an "arsenal" of radio to supply the armed forces. Asserting that 1944 would be remembered in the annals of radio as one in which "much of future research and engineering was moved into the present," Gen. Sarnoff added that it was the year in which science, perverted for destruction by the enemy, was turned against those who used it for ruthless aggression.

Pays Tribute

Gen. Sarnoff paid tribute to the many RCA engineers and officials called on special missions in science and communications by the armed forces, recalling that during the year RCA had passed its first 25 years of leadership and service to the public. "RCA enters its second quarter century," Gen. Sarnoff said, "with virtually all facilities contributing to the winning of the war. The gigantic task is to continue unabated the drive to Victory."

Burnett N. Y. Office

LEO BURNETT Co., Chicago, has opened a New York branch at 743 Fifth Ave. to service television and radio, with Paul C. Harper, formerly Burnett account executive, recently in Marine Corps, as manager.

Nets Unaffected By Racetrack Ban

CBS Will Lose Revenue From Kentucky Derby Rights

LITTLE disturbance is being caused the networks by the ban on horse races, effective Jan. 3, since previously made arrangements were canceled in advance of the announcement which is being taken in stride even by the few local stations broadcasting sponsored turf results.

CBS, which has exclusive rights to the Kentucky Derby, sponsored for several years by the Gillette Safety Razor Corp., probably will be the only network to lose regular revenue since other network coverage is usually on a sustaining basis. CBS also had lined up broadcasts from Hialeah Park last month but canceled them two weeks later. Mutual's schedule of seven events from the Florida track beginning Jan. 20 was canceled about a day before the announcement was made public.

KPAS, KWKW Affected

Among local stations sampled which carry the sport regularly, KPAS and KWKW Pasadena will lose a sizable amount of revenue and afternoon audience, but managers of both are confident that with better programming this will be overcome. In most cases participating time already has been requested by local and regional advertisers. Women comprise a large percentage of the turf broadcast audience and new programs are being slanted toward them as well as toward fans of other sports. KRKD Los Angeles is substituting a 15-minute racing resume with a recorded sponsored musical show.

In the New York area, WBYN Brooklyn probably will continue its daily five-hour service sponsored by Armstrong Publications Inc., printers of racing information sheets, with news from tracks in Havana and Mexico. WHN New York which broadcasts a six-times weekly five-minute racing resume, may also shift to coverage of Mexican and Cuban tracks this week. New Jersey and Pennsylvania independent stations reportedly will feel the ban, however, from the audience-building viewpoint.

In Washington, Tony Wakeman, WWDC sportscaster, was of the opinion that the ban will not effect him to any appreciable extent. Reports on racing in Mexico, Cuba and Canada still will be carried with coverage supplied by UP and INS wires. Other sports, he said, provide a plethora of material and the problem is to edit it rather than worry about padding to make up for any decrease in racing time. Mr. Wakeman had no idea as to the number of listeners attracted solely by the turf results.

WAIT Chicago, carrying the same sort of variety show as Tony Wakeman, six days a week from one to 5 p.m., simply will drop the results and continue the program.

Gets what he goes after

That's the Army's first fighting falcon. He can dive at speeds up to 300 miles an hour. He can spot a mouse a quarter of a mile away. He gets what he goes after.

That last phrase is the one we want to hang this ad on. "He gets what he goes after."

Down here in Baltimore, radio advertisers get what they go after IF they buy W-I-T-H, the independent station. Facts from outside sources prove that W-I-T-H produces more listeners per dollar spent than any other station in this 6th largest market.

If you have something to sell . . . W-I-T-H can sell it better. W-I-T-H gives you what you go after! Sales at low cost.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

DETROIT PUBLIC LIBRARY

KSWO Assignment, WKIP, KSKY Shifts, Acquisition of KFBC Control Granted

FOUR TRANSFERS of control were granted by the FCC last week exclusive of two duopoly actions as reported on page 63. Stations involved are WKIP Poughkeepsie, N. Y.; KSWO Lawton, Okla,; KSKY Dallas and KFBC Cheyenne, Wyo.

In the Poughkeepsie action the Commission approved voluntary assignment of license of WKIP from Poughkeepsie Broadcasting Corp. to Poughkeepsie Newspapers Inc., sole owner of the licensee corporation. No monetary consideration is involved. Poughkeepsie Newspapers, a Merritt C. Speidel interest, acquired control of Poughkeepsie Broadcasting last March through purchase for $10,600 of the 60% interest in WKIP held by Richard E. Coon, affiliated with the Speidel group in Poughkeepsie.

KFBC Transfer

Acquisition of control of Frontier Broadcasting Co., licensee of KFBC, by the Cheyenne Newspapers Inc. was granted by the FCC. Cheyenne Newspapers, of which Mr. Speidel is chairman of the board and minor interest holder, purchases 175 shares (7%) common stock for $2,275 from W. A. Corson in fulfillment of an option acquired in September 1941. Holdings now are Cheyenne Newspapers, 1,400 sh, W. A. Corson 500 sh, William C. Grover 400 sh, Bard Ferrell 250 sh.

Consent to assignment of license of KSWO Lawton, Okla. was granted from Willard Carver, deceased, and Byrne Ross, to Mr. Ross and R. H. Drewry doing business as KSWO Broadcasting Co., with Mr. Drewry purchasing half interest from the widow of Mr. Carver for $17,500.

Shift from a corporation to a partnership was authorized by the FCC in the grant of the KSKY application for voluntary assignment of license from Chilton Radio Corp. to SKY Broadcasting Service, composed of A. L. Chilton, Leonore H. Chilton and James Ralph Wood, owners of the former licensee corporation. No money was involved in the action.

Westinghouse Expands

WESTINGHOUSE Electric & Mfg. Co., lamp division, Bloomfield, N. J. is adding WHN and WMCA New York to its spot schedule for lamps, incandescent and fluorescent lighting in starting a new cycle of station breaks from five to seven times weekly on seven East and Midwest stations, four of them Westinghouse-owned. Scheduled includes, in addition to WMCA and WHN, WOR KDKA WMAQ WOWO WBZA KMOX KYW.

Goodwin With Sinatra

FOLLOWING settlement of a contract dispute with Lever Bros. and its agency, Young & Rubicam, Bill Goodwin, Hollywood announcer, was released last week from the CBS *Burns & Allen Show* to join the new *Frank Sinatra Show* starting Jan. 3, also on CBS, under sponsorship of Max Factor Co. (cosmetics). Dispute was settled Dec. 27 after an AFRA arbitration hearing was being setup. Goodwin had asked relief from an exclusive clause in his five-year contract on the grounds that certain verbal promises allegedly made by Young & Rubicam had not been fulfilled. He received $1,000 per week on the *Burns & Allen Show*, now assigned to Tom Hanlon.

Luncheon Guests

NBC Commentators H. V. Kaltenborn, John Cooper, Stanley Richardson, Ralph Howard Peterson and Roy Porter were guests of honor at a luncheon given by the network last Thursday at the Waldorf-Astoria Hotel, New York.

CUTTING THE CAKE in celebration of the 20th anniversary of WFBL Syracuse, is Charles F. Phillips, commercial manager, celebrating his 20th anniversary with the station, too. Watching the ceremony are (l to r): L. F. Wylie, merchandising manager; Campfield Leonard, salesman; Mr. Phillips; J. F. Mullen, T. L. Riley, A. C. Friederich, salesmen.

McGuineas and Boggs Named in WGN-WGNB

IN A realignment of executive personnel, WGN Chicago and WGNB, its FM adjunct, announced last week, through Frank P. Schreiber, manager, that William A. McGuineas, WGN sales manager since 1940, would become commercial manager of WGN-WGNB and the company's proposed television activities. Mr. McGuineas has been with WGN since 1934. Norman Boggs, chief of the WGN New York sales office since 1940, has been named sales manager of WGN, succeeding Mr. McGuineas. Replacing Mr. Boggs is George Harvey, WGN salesman since 1935, except for one year he spent with Mutual 1937-38.

Mr. McGuineas

Changes in the FM station personnel include appointment of Marion Claire (wife of Henry Weber, music director of WGN) as director of WGNB. Miss Claire has been with WGN as lead soprano on the *Chicago Theatre of the Air* since 1940.

News Editors Club

RADIO News Editors of San Francisco, a new organization, has been formed by editors of local stations with Austin Fenger of KSFO as head. The first meeting was attended by Chuck Pendleton, KJBS; Chuck Cooney, KPO-NBC; Grant Holcomb, KQW San Jose; Lee Giroux, KSAN; Bill Brown, KYA and Austin Fenger with Phil Woodyatt, CBS; Darrel Donnel, KFRC and Frank La Tourette, KGO unable to attend but backing the club. The necessity of obtaining recognition as a news medium on the same basis as newspapers was discussed at the first meeting. Specific plans to improve radio news contacts will be developed next.

WQXR Shifts News

WQXR New York on Jan. 1 abandons its schedule of AP news periods five minutes before the hour in favor of on-the-hour AP newscasts as a greater convenience to listeners. Several commentators whose programs begin on the hour now will lead into their analysis with a five-minute summary. Four women's programs which had begun on the hour will start five minutes later, and one thrice-weekly quarter-hour program will shift to a five-weekly ten-minute series.

Bob Hope Honored

ADVERTISING Club of New York will make its annual award in recognition of outstanding service to society this month to Bob Hope, NBC comedian sponsored by Pepsodent Co., for outstanding accomplishments in entertaining service groups throughout the world. Winners of the award in previous years have included Mayor La Guardia of New York, Commander Gene Tunney, Major Alexander de Seversky, Westbrook Pegler, Quentin Reynolds and Robert Moses.

RMA SEES POSTWAR JOBS FOR 145,266

POSTWAR employment for about 68.6% more men and women than were employed in the last postwar year will be provided by the radio manufacturing industry, a survey released last week by the Radio Manufacturers Assn. disclosed.

Representing 64.9% of the industry, 202 major companies reported they will need 145,266 employes in the first postwar year, as compared with 86,173 in the last prewar year. Although a decrease of 39.8% in present employment, geared to wartime production, is expected, it was pointed out that the radio manufacturing industry has expanded its dollar volume 1300% since 1940.

Conducted by the RMA Employment and Personnel Committee, the survey disclosed that 23.6% of the men now in war work and 27.9% of the women will not seek jobs in the radio manufacturing business after the war. More than a third of the industry's employes, 36,374, have entered the armed services.

Army Unit to N. Y.

THE 2001st Army Air Forces base unit, radio production, which moves from New Haven to New York the first of the year [BROADCASTING, Dec. 18] will headquarter at 1 Park Ave., with Capt. David Turnbull as commanding officer, Capt. Robert G. Jennings in charge of radio production, and M/Sgt. Harry Bluestone. Staff which heretofore spent part of the week in each city, puts on four regular shows from New York: *Army Air Forces*, Mutual; *First in the Air*, CBS; *I Sustain the Wings*, NBC; *AAF Symphonic Flight*, Blue. Unit also prepares recorded programs for V Discs, and the Psychological Warfare Bureau, OWI.

KFPW to MBS

KFPW Fort Smith, Ark., operated by Southwestern Hotel Co., on Dec. 21 became a Mutual affiliate. Station operates with 250 w on 1400 kc.

FOREIGN SERIES
WNEW 25th Anniversary to Show Radio Abroad

WNEW New York is contacting governments and broadcasters abroad and foreign embassies in this country for material for a 13-week series designed to show how radio operates in other nations. The feature was conceived in celebration of the 25th anniversary of the radio industry.

From the BBC, the Australian Broadcasting Commission, Soviet radio officials, Radio Diffusion in France and similar sources in China, Latin America and other regions, WNEW is attempting to secure recorded material such as program excerpts, opening and closing announcements, station call signals, and general information on broadcasting operations, program preferences and listener groups. Material from each country will be woven into a quarter-hour show with live commentary and explanation locally. Series is scheduled to start sometime this month.

IT'S DIG, DIG, DIG—TODAY AND TOMORROW—IN

Colorado's Mines

WITH the discovery of gold in 1858, mining became Colorado's first industry. Since then, 250 other useful minerals have been found of which 40 are being produced commercially with coal, molybdenum, vanadium, tungsten, manganese, zinc, lead and flourspar leading in importance.

A FIXED ASSET OF THE DENVER REGION

Even after 87 years, the potential mineral wealth of Colorado is practically unscratched. It has the nation's greatest bituminous coal reserves and billions of barrels of oil in its yet undeveloped oil shale deposits.

War needs have stimulated Colorado mining to record production but the coming of peace and the opening of the floodgates of civilian needs will keep Colorado miners digging busily for a long time to come.

The mining industry is one of Colorado's basic assets; as basic and permanent as its agriculture and livestock raising.

The Denver market is basic in any selling plans of a national or regional scope, both from the standpoint of size and productivity.

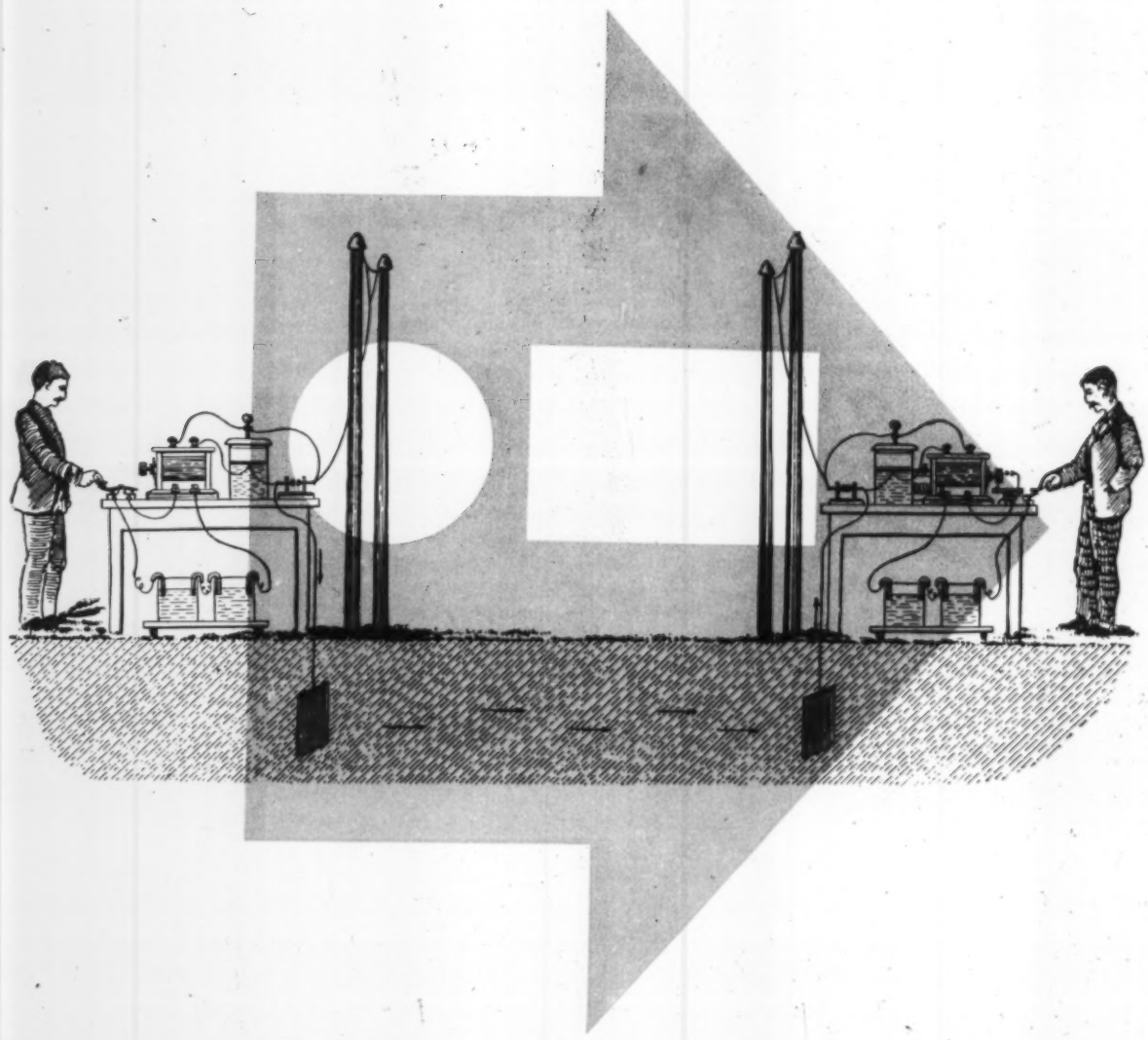
A basic selling medium in this area is KLZ, the station on which more advertisers, local and national, buy more time than on any other Denver station.

KLZ • DENVER

CBS Network • 560 Kilocycles

Affiliated in Management with the Oklahoma Publishing Co. and WKY, Oklahoma City

Represented by The Katz Agency



they called it "WIRELESS"

What we know today as radio began as "wireless telegraphy" . . the transmission of dot-and-dash code through the air from sending-sets to receiving-sets. Unlike the telephone, the telegraph, and the cable, wireless used no wires . . as the adjective implied.

Still without wires today, how are you sure of the "connection"?

In radio, the *program* determines who will receive it on a voluntary basis, and how many. The type of material, therefore, which goes out from a radio station over the air becomes the all-important factor in making the connection between sender and receiver.

Through the stations of Westinghouse pours the NBC Parade of Stars, integrated with local programs of equal merit. These programs are the advertiser's assurance of voluntary reception, of a completed connection, just as surely as if they came by wire or cable.

A potential primary audience of 18,000,000 Americans is on the receiving-end of Westinghouse broadcasts, 19 hours out of every day. What have you to say to this vast group, with money in their pockets, and ideas of how to spend it in their minds . . ideas put there by radio programs? Consult NBC Spot Sales for availabilities.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA

Radio Highlights and Headlines: 1944

(Major Events of Year as Chronicled in BROADCASTING)

(See issues of BROADCASTING nearest each date given for full details.)

Jan. 1—Time Inc. and Chester J. LaRoche, former head of Young & Rubicam, each acquire 12½% interest in Blue Network from Edward J. Noble, principal owner. Each paid price of $500,000 cash, with Mr. LaRoche becoming chairman of executive committee and operating head.

Jan. 1—Blackett-Sample-Hummert Agency dissolved with Dancer-Fitzgerald-Sample formed to take over operations, including substantial radio business. Hill Blackett Agency also formed at same time.

Jan. 3—Largest number of radio homes in history—32,500,000— estimated for 1944 despite wartime freezes and tube and parts shortages.

Jan. 12—E. K. Jett, Chief Engineer of the FCC, nominated by President Roosevelt to succeeed George H. Payne as member of FCC. Senate confirmed nomination Feb. 11.

Jan. 13—FCC dismisses newspaper divorcement proceedings by unanimous vote, leaving way open for newspapers to participate in all licensed radio, with applications to be considered on individual merits. It thus terminates uncertainty which had existed since March 1941 when newspaper order originally was issued.

Jan. 17—NBC, following consultation with its Stations Planning and Advisory Committee, discloses it will make its programs, both commercial and sustaining, available to FM stations operated by present standard band affiliates with no additional sponsor cost until audiences of both stations increase to point where rate adjustments become desirable. Other networks subsequently followed suit.

Jan. 17—Television Broadcasters Assn. Inc. formed to encourage development of video art, with Allen B. DuMont first president.

Jan. 26—FM Broadcasters Inc. holds first annual meeting in New York with gross attendance of 750.

Jan. 26—Broadcast equipment freeze order eased by FCC and War Production Board in simultaneous announcements providing that conditional grants for new stations or change of facilities involving critical materials will be authorized where it is shown they will "serve an outstanding public need or national interest."

Jan. 31—Nearly a fourth of radio's 25,000 regularly employed personnel listed as in the armed forces or in Government service, according to BROADCASTING Yearbook poll.

Feb. 2—*New York Times* enters radio field through acquisition of WQXR and WQXQ New York from John V. L. Hogan and associates for approximately $1,000,000.

Feb. 3—John Harold Ryan, Assistant Director of Censorship, and vice-president on leave of the Fort Industry Co., operating seven stations, is unanimously elected NAB president by the Association's board of directors to serve until July 1, 1945. He succeeded Neville Miller, first paid president, who had served since 1938.

Feb. 3—House Select Committee to Investigate the FCC reveals for first time that it will institute a sweeping investigation of the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Chairman of the Board of the Blue Network Co. Inquiry held intermittently during the year, with many high figures in public life called.

Feb. 7—Broadcast advertising in 1943 reached a total of $233,900,000 *net time sales*, or 21.8% ahead of the 1942 high. *Gross time sales* totaled $307,191,000 as compared with $254,800,000.

Feb. 16—George P. Adair, Assistant Chief Engineer in charge of broadcasting, is elevated to Chief Engineer of FCC, succeeding Commissioner E. K. Jett.

Feb. 23—John E. Fetzer, owner of WKZO Kalamazoo, named Assistant Director of Censorship in charge of radio by Byron Price, Director of Censorship.

Feb. 23—Eugene L. Garey, of New York, general counsel of House Select Committee to Investigate the FCC, resigns on ground that committee inquiry is a "sheer whitewashing affair". Chairman E. E. Cox (D-Ga.) previously had resigned the committee chairmanship. John J. Sirica, Washington attorney, subsequently named general counsel.

Feb. 23—Nation's 52 stations operating with 50,000 w on clear or duplicated clear channels average individual *net time sales* of approximately $1,000,000 during 1943, according to FCC analysis.

March 1—Retention of its policy of affiliate-network relationship in eventual establishment of nationwide television network to get under way with the war's end announced by NBC. Position enthusiastically received by affiliated stations following presentation at session in New York.

March 1—Time Inc. endows a two-year study in freedom of the press by an independent commission, headed by Robert K. Hutchins, president of the University of Chicago. Robert D. Leigh, former director of Foreign Broadcast Intelligence Service of FCC, named director.

March 2—Marshall Field, Chicago merchant prince and publisher of the *Chicago Sun* and of *PM*, purchases WJJD Chicago for $700,000 from Ralph L. Atlass and associates. Subsequently he purchased WSAI Cincinnati for $550,000.

BREAKING GROUND for new KFI Los Angeles FM-television transmitters atop Mt. Wilson, Cal., this station executive-engineering group guided a bulldozer over the site during recent formal ceremonies staged in November. Structure to house FM transmitter will be erected at estimated cost of $100,000 and take nearly a year to build. Construction on television transmitter will not start until war's end. Bulldozer operators (l to r, seated) are: William B. Ryan, general manager of KFI and Dr. Lee de Forest, pioneer scientist in radio and television; with supervisory engineering trio, H. L. Blatterman and Curtis Mason, station co-chief engineers; Seymour Johnson, consulting engineer.

March 6—C. E. Hooper, radio survey expert, touches off industry-wide controversy in urging that stations clean out "funny money" programs.

March 10—National War Labor Board, by split 2-1 vote, orders James C. Petrillo's American Federation of Musicians to terminate its recording strike to the end that conditions prevailing on July 31, 1942 be restored. Petrillo later refused to obey order.

March 11—Raymond Gram Swing, Blue commentator, WLW Cincinnati, and WMAZ Macon, receive $1,000 Alfred I. duPont radio awards for 1943.

March 13—AT&T divulges plans for coaxial cable facilities adequate to provide television network service in the postwar era. A five-year plan entailing installation of some 7,000 miles of cable at an estimated cost of $100,000,000 was outlined.

April 17—Survey of advertising agencies reveals most of them are prepared to enter television on substantial basis as soon as war conditions permit.

April 21—Army and Navy abolish requirement that disclaimers be used on commercial programs presenting armed forces personnel.

April 22—Record-breaking transaction for local outlet completed with sale of WINX Washington by Lawrence J. Heller to Eugene Meyer, editor and publisher of the *Washington Post*, for $500,000 cash.

April 25—Harold V. Hough, manager of WBAP-KGKO Fort Worth, is given newspaper-rad.o distinguished service award for directing and winning newspaper ownership fight before FCC.

April 25—Eugene Pulliam, owner of WIRE Indianapolis, acquires *Indianapolis Star* and *Muncie Star* for $2,500,000.

April 27—Deep interest in radio, particularly FM and facsimile, evidenced at annual convention of American Newspaper Publishers Assn. in New York. Publishers are informed by radio spokesmen of kinship of two media.

May 1—Five of eight major citations for 1943 George Foster Peabody awards for outstanding service go to CBS stations and programs, with NBC, Blue and KYA San Francisco also cited. Bob Hope receives special citation for military camp tours.

May 1—Commissioner E. K. Jett of FCC predicts two commercial systems of television—one to get under way when wartime freezes are lifted under existing or slightly modified standards, and the other a "vastly improved system" sometime after the war. It touches off fight of proponents of "upstairs" high-definition television as opposed to "downstairs" pre-war standards.

May 5—Commssioner Clifford J. Durr of the FCC tells Ohio Institute for Education by Radio that radio 'is steadily and rapidly be-

coming less free as it demonstrates its value as an effective and extremely profitable advertising medium."

May 8—Networks pool facilities to cover impending European invasion. Facilities for most intensive news coverage in history devised by Col. (now Brig. Gen.) David Sarnoff, who later was awarded Legion of Merit for outstanding attainments.

May 8—Commissioner T. A. M. Craven indicates intention not to seek reappointment upon expiration of his term June 30. Later became executive vice-president of Cowles Broadcasting Co.

May 8—Petrillo discloses plan for AFM to install "pancake turners" in all stations to make jobs for 2,000 at AFM scale. Precipitated a fight with NABET, which resulted later in National Labor Relations Board ruling favoring latter except in Chicago, where musicians had been used as record turners.

May 19—Half-dozen station transfers involving $1,725,000 completed in week, subject to FCC approval. Deals included sale of WPEN Philadelphia by Arde Bulova to *Philadelphia Bulletin* for $620,000; WNBC Hartford by Bulova to W. O'Neil, General Tire president and Yankee Network owner, for $220,000; WHOM Jersey City to Cowles Broadcasting Co. for $350,000, and KEX Portland by *Portland Oregonian* to Westinghouse for $400,000. All transactions subsequently approved.

May 23—Revised White-Wheeler bill to amend Communications Act, which would substitute a five-man commission for the present seven-man agency and drastically change radio's method of programming and operation, is reported by Senate Interstate Commerce Committee. Measure, which would ban sponsorship of news and commentators and curtail clear channel operations, died with the ending of the session because of opposition from all sides.

OFFERING whole-hearted support of the NAB's year-long observance of the 25th anniversary of broadcasting, the advertising committee of the Radio Mfrs. Assn. met in Chicago to outline its part in the 1945 program. In front are (l to r): Charles B. Brown, RCA Victor Division of RCA; John S. Garceau, Farnsworth, committee chairman; Fred Schreiber, Zenith; Victor Irvine, Galvin, host to the meeting; Stanley H. Manson, Stromberg-Carlson; S. D. Mahan, Crosley. Standing, James W. Douthat, publications director, RMA; John G. Porter, GE; Seymour Mintz, Admiral.

May 26—Blue Network purchases KECA Los Angeles from Earle C. Anthony for $800,000 cash as a result of FCC's duopoly order.

May 31—Acquisition of all of the outstanding capital stock of BROADCASTING by Sol Taishoff and his wife, Betty Tash Taishoff, from Martin Codel and his wife was consummated. Mr. Taishoff became publisher as well as editor of BROADCASTING.

June 6—History's mightiest military operation—invasion of France by Gen. Eisenhower's forces—found radio primed for its greatest spot news "documentary" coverage in its history. Simultaneously, the Allied Expeditionary Forces inaugurated a broadcasting service on the continent to all allied troops under the direction of Col. Ed Kirby, former NAB public relations director.

June 8—Neville Miller, former president of the NAB, named senior deputy chief of UNRRA, Balkan Mission, with headquarters in Cairo.

June 9—J. Leonard Reinsch, managing director of the James M. Cox radio stations, named radio director of the Democratic National Committee under Paul A. Porter, publicity director, who later became chairman of the FCC.

June 16—Radio listening for invasion week was well over normal according to special survey made by C. E. Hooper Inc. On D-Day sets in use were 78% above normal, with the balance of the week (Wednesday through Saturday) averaging 19% above normal.

June 20—Failure of the Army or its advertising agency, Young & Rubicam, to include radio in its appropriation for WAC recruiting, with the entire budget earmarked for newspapers, results in campaign spearheaded by NAB to end discrimination. Controversy which ensued resulted in placement of portion of schedule on stations.

June 20—CBS and Blue advise FCC they favor common operation for AM and FM stations which are jointly owned. Stand supports position taken by NBC [BROADCASTING, Jan. 17].

June 27—Republican National Committee, coincident with its nomination of Gov. Thomas E. Dewey of New York as standard-bearer, adopted a strongly-worded free radio plank.

June 30—WMT Cedar Rapids, Iowa,

(*Continued on Page 24*)

"The White House has its Fala,

The Movies', Rin-Tin-Tin,

Asta has his Thin Man,

But here's where I come in.

My name is Spot, and I've a lot

Of station information.

You'll learn why we rate so high

A selling reputation."

KSOO

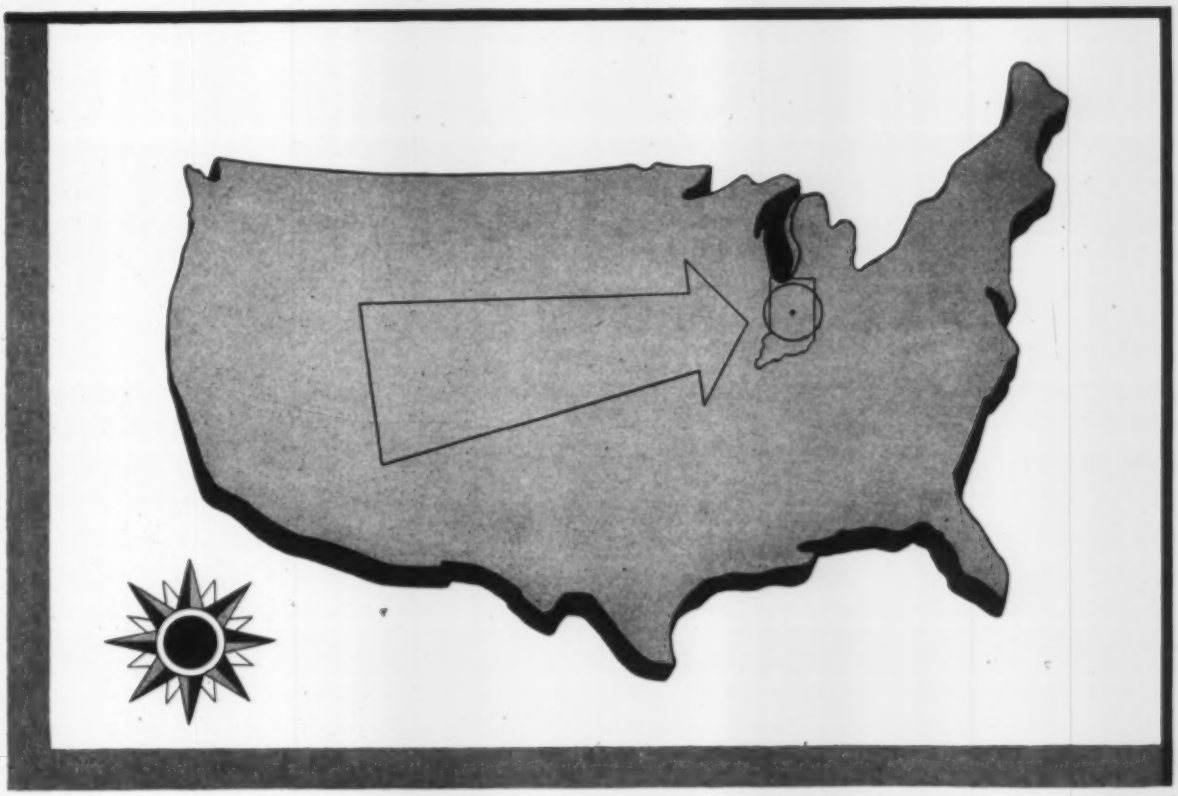
SIOUX FALLS, SO. DAKOTA

1140 K C - 5000 WATTS

National Representatives

HOWARD H. WILSON CO.

NBC



AT THE "HEART" OF AMERICA...

Owned and Operated by the INDIANAPOLIS NEWS

★

A *Mutual* STATION

INDIANAPOLIS

The exact center of population of the United States falls within the primary area of station WIBC. Here is the "heart" of America, the East North Central's richest market. The voice of WIBC, due to our low frequency and clear channel, is heard over a greater part of this area than that of any other Indianapolis station. Let us explain our intensive and unusually productive merchandising cooperation with advertisers.

A Clear Channel • 1070 KILOCYCLES • 5000 WATTS

WIBC

and WOL Washington are exchanged without substantial monetary consideration. Cowles Broadcasting Co. acquired Washington outlet from Mrs. LeRoy Mark in exchange for the Iowa CBS outlet.

July 5—Daniel Joseph Danker, 41, Pacific Coast vice-president and director of J. Walter Thompson Co., Hollywood, died following heart attack in his Beverly Hills hotel apartment.

July 12—McKesson & Robbins votes largest appropriation in history—$2,500,000—with bulk to radio.

July 13—Ban on middle commercials in sponsored news broadcasts invoked by WJR Detroit, effective Sept. 1.

July 14—Ted R. Gamble, national director of Treasury War Finance Division, lauds radio's job as "bigger than ever before" in Fifth War Loan drive.

July 17—FCC Chairman James Lawrence Fly plans to resign to enter private law practice in New York. He subsequently resigned Nov. 15 and was succeeded by Commissioner E. K. Jett as interim chairman.

July 22—William S. Paley, on leave as president of CBS, returns to United States for short stay after having been in European theatre since November 1943 as Chief of Radio, Psychological Warfare Division, SHAEF.

July 25—Congress is notified by FCC that unless there are specific legislative instructions it feels it is its function to approve sales of broadcast stations, irrespective of whether the prices are "inordinately high".

July 25—D. E. (Plug) Kendrick, 46, owner of WINN Louisville and a veteran broadcaster, dies in Louisville following a long illness.

July 28—National War Labor Board orders James C. Petrillo to end strike of musicians at KSTP St. Paul—another ruling later ignored by the AFM head.

Aug. 4—Efforts of CIO to invade radio on all sides revealed in publication of Political Action Committee *Radio Handbook*, telling labor unions how to get free radio time and urging them to get in on ground floor of FM.

Aug. 11—Post-war preliminary allocations plan of Interdepartment Radio Advisory Committee (IRAC) makes no provision for facilities for international shortwave broadcasting but proposes that programs be relayed to foreign countries for domestic distribution. IRAC plan also touches off controversy between FM and television for 50 megacycles area in spectrum.

Aug. 23—President Roosevelt and Gov. Dewey, as respective party candidates, hail radio's war service in letters to NAB Executives War Conference in Chicago Aug. 28-31.

Chamberlain Expands

CHAMBERLAIN SALES Corp., Des Moines (hand lotion), effective Jan. 1 will expand its present spot announcement campaign, which began Dec. 1 for four weeks, from 100 markets to 125 markets, 135 stations. Contract for 13 weeks was placed through BBDO, Chicago.

Aug. 28—Rep. Clarence F. Lea, chairman of House Interstate & Foreign Commerce Committee and Select Committee to Investigate FCC, urges definite radio legislation to supplant 1934 Communications Act.

Aug. 29—Standard plan of station measurement—later named Broadcast Measurement Bureau—supported by NAB Executives War Conference. Project later approved by American Assn. of Advertising Agencies and Assn. of National Advertisers. Plan will entail one million postcard survey biennially, at estimated cost of $1 each, with bill to be paid by broadcasting industry. Separate bureau and staff to be set up.

Aug. 31—FM and television absorb broadcasters at NAB Executives War Conference in Chicago, attended by 1,100.

Sept. 11—Republican nominee Thomas E. Dewey, in exclusive interview with BROADCASTING, supports free radio and revised, more liberal law. Opposes Government entry into programming or business aspects.

Sept. 20—Blue Network realigns high command, with Chester J. LaRoche, former Young & Rubicam head, as vice-chairman in charge of operations. Edward J. Noble, principal owner, Mark Woods, president, and Edgar Kobak, executive vice-president, retain titles.

Sept. 25—Change in name of Blue Network to American Broadcasting Co. (American Network) predicted as company acquires rights to similar names from other holders and purchases name "American Network Inc." from dissolved FM project. FCC on Dec. 19 approved voluntary assignment of licenses of WJZ New York, WENR Chicago, KGO San Francisco, KECA Los Angeles from Blue Network Co. to American Broadcasting Co.

Sept. 28—Allocation hearings to shape future development of all broadcast services begin before FCC and continue for five weeks.

Oct. 2—Movement, fostered largely by broadcasters, to set up in radio noncommercial organization comparable to Academy of Motion Picture Arts and Sciences started in New York and Hollywood. Plan is to establish system of official awards of merit comparable to "Oscar" awards in motion picture field.

Oct. 4—President Roosevelt makes personal appeal to Petrillo to comply with NWLB back-to-work directive in recording strike. Petrillo subsequently rejected plea.

Oct. 12—Muzak, headed by William B. Benton, chairman of *Encyclopedia Britannica* and vice-president of U. of Chicago, proposes "subscription radio" service on three FM channels in FCC allocation hearing. Service would be provided at about 5 cents per day with only subscribers, who would rent receivers, getting three-ply program service. Other receivers would pick up heterodyne or "pig squeal" on channels on which subscription radio would be broadcast.

Oct. 13—President Roosevelt strikes back at Petrillo's refusal to call off recording strike and orders new legal study to explore possible action.

Oct. 16—President Roosevelt reaffirms belief radio can be effective

(*Continued on Page 32*)

MEAT AND MONEY

More than a half million head of cattle and some 400,000 swine are growing and fattening for the market today in this tri-state area of Arkansas-Louisiana-Texas. The raising of purebred beeves and porkers has received added stimulus by the nation's wartime call for more and better meat. In the post-war years, the mounting wealth of high-grade meat animals will multiply buying power in the already prosperous Ark-La-Tex, whose people listen to powerful 50,000 watt KWKH, the No. 1 medium of the area.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

REMEMBRANCE OF THINGS PRESENT...

Now as a new and, we hope, happier year begins, WOR would like to look back, cogitate a bit, review, in brief, some things important which have made WOR that power-full station.

Come then and do a little remembering with us, as we scan the pages of some publications which dramatically mirror the progress of a great station during one of the most colorful decades in its history . . .

1935-1945

1935

"It's a Small World" tumbles off the press in thousand lots. It's a gay, insouciant piece, but not *all* sugar. Cleverly entwined with its humor is the story of WOR's scientifically directed and penetrating 50,000 watt coverage of 7 great states. It told the story of WOR's night and day coverage, too; of Crossley's illuminating analysis of 50,000 letters received from listeners in 213 counties and 13 states.

1936

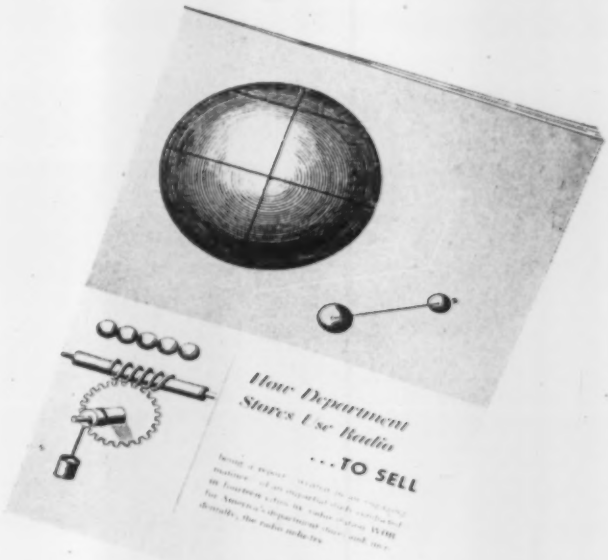
"To Market, To Market" strikes a new and colorful note in radio promotion. In light verse and laugh-provoking prose, it presented 12 powerful examples of sales jobs done by WOR for grateful sponsors. Written today, the book would run Bible-size, for packed into WOR's files are more than 100 heart-lifting success stories; perhaps the most complete collection of success stories ever gathered by any station in the United States.

1937

We look at our market and so does the continent. "Of These We Sing" breaks a new frontier in the compact and intelligent presentation of once dry as dust statistics. We count our homes with radios and find 3,961,884. Today, that total registers the more impressive number of 4,683,590. We discover that food sales in the WOR area equal 22% of the nation's total; drug sales 17% of the nation's sales. It was an impressive thing. The story is twice as compelling today.

1938

H-mm-m, what's this story behind the use or non-use of radio by department stores? Conjecture and isolated cases are rife and ready, but nobody's really made a study of the thing. WOR immediately details a man from its staff to visit 14 great cities. He returns months later with a voluminous and exacting report. Writers boil it down and from the mass of material comes the entertaining, authoritative, enlightening booklet, "How Department Stores Use Radio to Sell." It was a typical bit of WOR pioneering.



1939

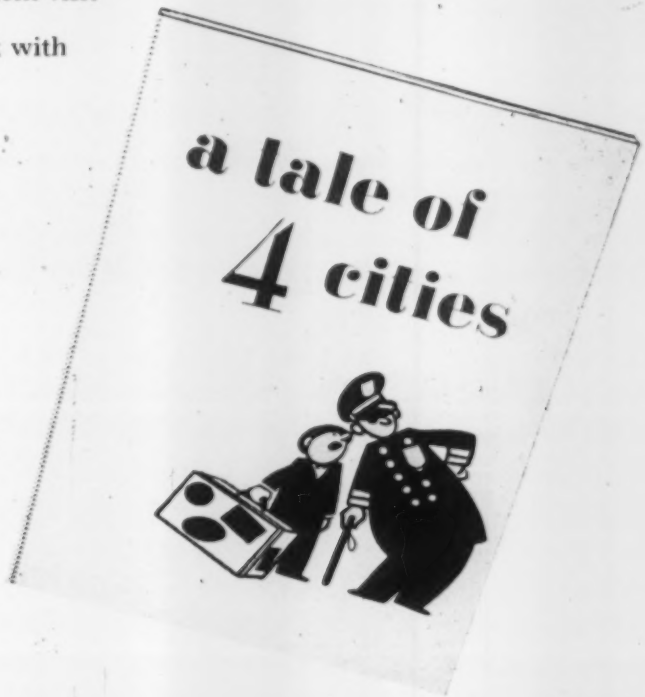
Of course we carried more food advertising than any major station on the Eastern Seaboard. Still do, as a matter of fact. But what did we know about the food market? Well, sir . . . Well, we found we didn't know as much as we might. So WOR pioneered again. It had independent analysts visit grocery dealers, wholesalers, super-markets. It found the wholesalers advising their manufacturers, "Pick WOR first to sell your goods." 60% picked radio above all other media; only 14% chose newspapers. It was a good story. It still is.

1940

How effective is the spot announcement? The 5-minute period? What makes the most successful small time periods tick? WOR studied commercial construction, visited agencies and sponsors and then sat down and tapped out two books that have long been informing, authoritative, economical guides for agencies and advertisers throughout the United States. They are—"Big Sales in Small Packages," and "Speaking of Spots."

1941

Japan was still carting scrap out of Eastern ports. The America Firsters were talking very loud. But the rumble of industry in WOR's 16 great war-work cities was even louder. How did war workers listen? What were their favorite listening times and stations? WOR hired private investigators, had them visit cities like Dover, Bridgeport, Bethlehem and talk with workers, foremen, restaurant owners, grocers, cab-drivers. Out of this came "A Tale of 4 Cities," the story of WOR's great leadership as an all-night favorite. It's still the favorite.

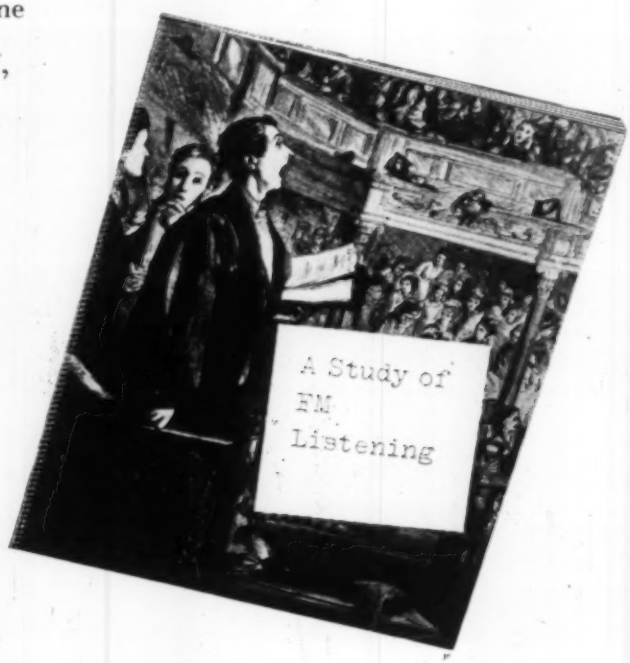


1941

Another great event in a year packed with them. The "WOR Continuing Study of Radio Listening" is launched. Planned by WOR and conducted from month to month by Crossley, Inc., it was the first local continuing personal interview study of radio listeners' likes and dislikes ever attempted by any station anywhere. It took most of the guesswork out of radio ratings, covered that 60% of the New York population never sampled by telephone interviewers, answered hitherto unanswered questions regarding listeners' sexes, sizes of families, earning power, nationalities. It still does.

1942

FM is young. Conjecture's wide regarding the kinds of listeners it attracts, the programs they like, the hours they listen. WOR looks vainly for an authoritative answer, finds none. So WOR called in Paul W. Stewart & Associates and had them begin the first personal interview study of FM listeners ever attempted by any station anywhere. It was done for the industry and for WOR's FM station W71NY, now WBAM. Frankly it showed WOR's FM station as the station listened to most by all kinds of people in all kinds of homes. Industrywise, it substituted fact for fancy, served as a nationwide blueprint for FM engineers, station managers, prospective sponsors.



1943

The OPA smacks down tight. Gas is as scarce as a used tire. Vacations are few, if any, and the trend is to the backyard for fun and relaxation. Summer *has* changed! But how much? WOR industriously pokes into numerous sources, checks buying, vacation and other trends, comes out with a book that was a time and money-saving guide for hundreds of present and prospective WOR sponsors and their agencies.

1944

Gosh, we've grown! But *how* much? From a staff of about 165 people in 1935, to more than 300 in 1944. And as we've grown, the folks find it a little harder to know what's going on everywhere around WOR. So we plan a little station history and guidebook. It orients the new arrival, brings the veteran up-to-date; and, in the process, it sells WOR's great story to hundreds of agencies and advertisers and stations throughout the United States.

WOR

— that power-full station

at 1440 Broadway, in New York

member of the mutual broadcasting system

Radio Highlights of 1944

(*Continued from page 24*)

in a democracy only "if it is free of all arbitrary restrictions, whether Governmental or private."

Oct. 22—Radio scores new triumph in split-second war coverage of MacArthur's return to Philippines. Radio ship set up in Pacific theatre to relay press and radio traffic. Maj. A. A. Schechter, former NBC news chief, directs radio coverage.

Oct. 23—Morrie Pierce, vice-president of WJR Detroit, WGAR Cleveland, KMPC Hollywood, on leave as chief engineer for Psychological Warfare Branch, OWI, arranges for American capture of Radio Luxembourg, marking his second conquest of the war. In September 1943 he ingeniously planned the radio operation which brought about surrender of the Italian fleet.

Nov. 2—FCC concludes five weeks of hearings on postwar allocations. Immediately plunges in to clear up conflicting space demands with likelihood of proposed report in early January.

Nov. 6—Sen. Burton K. Wheeler (D-Mont.), chairman of Senate Interstate Commerce Committee, assails radio as monopolistic and "dollar hungry" in 10-point indictment published in *The Progressive* —La Follette weekly.

Nov. 7—Greatest audience in history hears Presidential election returns which swept Franklin D. Roosevelt into his fourth term. C. E. Hooper Inc. placed audience at 50.3% for the hours from 7-10:30 p.m. compared with previous Hooper high of 37.5% sets in use on D-Day and 48.9% on Pearl Harbor Day, Dec. 7, 1941.

Nov. 11—RCA and Columbia Recording Co. capitulate to Petrillo demands to terminate recording strike and accept under virtual duress provisions for payment of royalties into private AFM fund estimated at $4,000,000 per year. Surrender came after companies despaired of Government relief.

Nov. 16—Paul A. Porter, former CBS Washington counsel, Government official and publicity director of the Democratic National Committee, nominated by President Roosevelt to succeed Fly as FCC chairman. When Congress adjourned Dec. 19 without considering nomination, President Roosevelt gave Porter recess appointment as chairman and he took office Dec. 21.

Nov. 20—Robert E. Freer, Federal Trade Commission chairman, praises radio advertising in New York address but stresses necessity for truth in advertising and for full disclosures on air.

Nov. 22—Wilton E. Hall, owner of WAIM Anderson, S. C., and newspaper publisher of that city, appointed by Gov. Olin D. Johnston to Senate to fill unexpired term of the late Sen. Cotton Ed Smith.

Nov. 24—WWJ Detroit bans all transcribed announcements effective Feb. 1 and stirs up industry-wide controversy. Other stations later follow suit.

Nov. 24—National Labor Relations Board smashes Petrillo plans to force hiring of platter-turners at stations by giving NABET jurisdiction in all areas save Chicago. Strike threat immediately looms as Petrillo again defies Board.

Nov. 28—House probe of FCC closed to public. John J. Sirica, general counsel of the Committee, denouncing the Committee's action, resigns in open session.

Dec. 1—Robert D. Swezey, general counsel of the Blue, named vice-president and assistant general manager of Mutual by its new president, Edgar Kobak. Phillips Carlin, former program vice-president of the Blue, moves to Mutual in similar post.

Dec. 4—WJZ New York following WWJ move against transcriptions, bans chainbreak spots from 8 to 10 p. m., permitting only time signals.

Dec. 4 —Senate Interstate Commerce Committee unanimously reports out bill (S-1957) by Sen. Vandenburg (Rep. Mich) prohibiting AFM's Petrillo from interfering with the broadcasting of non-commercial cultural programs by educational institutions.

Dec. 11—James C. Petrillo reported threatening to defy NLRB decisions of Nov. 24 awarding jurisdiction over platter turning at all but Chicago stations to the National Assn. of Broadcast Engineers and Technicians. Blue—NBC, as result, face double strike threat—by Petrillo's union on one side if its demands are not satisfied, by NABET on the other side if NLRB decision is not respected.

Dec. 11—Lt. Noren E. Kersta, USMCR, former manager of the NBC television department, calls upon video interests to get together on compromise plan which will speed development of art. Plan he proposes in exclusive BROADCASTING story draws attention of NBC-CBS video policy makers.

Dec. 11—J. Harold Ryan, NAB president, calls upon radio to employ its ingenuity in observing the art's 25th anniversary beginning on Jan. 1, 1945; issues special musical theme, projecting motif of "V for Victory" and symbolic banner to be employed by stations in promoting observance.

Dec. 13—FCC adopts sponsor identity rule, interpreting provision of Sec. 317 of the Communications Act of 1934, with amendments.

Dec. 15—Six major stations join Blue Network, 5 of them switching affiliation from CBS and MBS. Six are KRNT Des Moines, WNAX Yankton, WCOP Boston, all properties of Cowles Broadcasting Co.; WFTL Miami of the Fort Industry Co.; WPDQ Jacksonville and WLAW Lawrence. Switch seen as presaging network scramble for new affiliates. Contracts signed Dec. 15, first date permitting such negotiations under FCC rules put into effect June 15, 1943.

Dec. 15—NBC-Blue given ultimatum by NABET that unless jurisdiction of turntable operations granted union immediately, there will be strike.

Dec. 15 — Broadcast Measurement Bureau meets to approve charter.

Dec. 18—Rosel H. Hyde, veteran assistant general counsel of FCC, seen as best winter bet to succeed Comdr. T. A. M. Craven to Commission.

Dec. 18—Television Broadcasters Assn. Inc. conducts first annual convention at the Commodore Hotel in New York, drawing 750 delegates and over 300 additional guests, mostly from ranks of movies, manufacturers and advertising agencies. Speakers call for united effort to develop new video art. J. R. Poppele, chief engineer of WOR New York and chairman of the convention, elected president succeeding Allen B. DuMont of DuMont Research Labs.

Dec. 21—Paul A. Porter, sworn in as chairman of FCC after recess appointment by President Roosevelt; renomination to fill the vacancy created by resignation of James Lawrence Fly to come when new Congress convenes Jan. 3.

Dec. 25—FCC denies request of NBC and Cowles Broadcasting Co. seeking relief amendments to two of the network regulations, upheld by Supreme Court in prior action May 10, 1943.

Dec. 25—J. Leonard Reinsch, managing director of Cox stations and former radio director Democratic National Committee for 1944 presidential campaign calls upon stations to plan now for 1948 campaign in the interest of better political coverage.

Dec. 25—NABET-network-Petrillo platter turner issue still spinning with Blue's president, Mark Woods asking stations and NAB to keep out of controversy. Blue's strategy obviously to get matter into courts.

CONFERRING on Kroger Grocery & Baking Co. advertising strategy before a veritable timetable of radio schedules, a group of Kroger and Ralph H. Jones advertising executives study the results of Kroger's Eighth Annual Radio Survey. In the usual order are: William J. Sanning, advertising manager of Kroger; James M. Nelson, vice-president of Ralph H. Jones agency; Charles M. Robertson, president of Kroger Grocery & Baking Co., Cincinnati.

TIDE WATER SIGNS BASKETBALL SPOTS

ANOTHER season of basketball sportscasts on the Pacific Coast will be sponsored by the Tide Water Assoc. Oil Co., according to an announcement by Harold R. Deal, the company's advertising and sales promotion manager. Approximately 60 contests already have been scheduled.

In California KROW Oakland and KMPC Los Angeles will carry the action reports featuring teams from the U. of California, U. of Southern California and the U. of California at Los Angeles. Special network hookups will be used when one of the Pacific Coast conference teams plays away from home.

In the Pacific Northwest the teams to be covered are U. of Washington, Washington State College, U. of Idaho, U. of Oregon, and Oregon State College. A special northwest network has been arranged by Tide Water comprising KRLC Lewiston, KFIO Spokane, KRSC Seattle, KWJJ Portland.

Sportcasters for the season will be Don Wike, Ted Bell, Hal Bever, Art Arlett, Bill Tobitt, Jack MacDonald and Frank Bull.

In an expansion of its original plans to sponsor collegiate basketball games in the east [BROADCASTING, Dec. 4] the company is now sponsoring the contests on WINS WIBG WCOP simultaneously by direct wire, or on a two-station hook-up, with the third station to carry a separate match. There will be a total of 37 broadcasts on each station 9:45 p.m. to conclusion under the new set-up in the period running from Dec. 27 to March 29, including the college tournaments during the final two weeks. Don Dunphy handles descriptions from Madison Square Garden; Fran Murray from Convention Hall, Philadelphia, and Jack Malloy from Madison Square Garden, Boston. Coverage of first of each night's games is reconstructed, the second, or feature, is then handled play-by-play. Agency is Lennen & Mitchell Inc. New York.

Move to Sunbury

HEADQUARTERS of the Westinghouse Electric & Mfg. Co. radio receiver division, located in Baltimore since its establishment six months ago, will be transferred late this month to permanent quarters at Sunbury, Pa. Postwar production of home receivers will be centered at the Sunbury plant and plans had been made to move the administrative offices there as soon as possible without interfering with war production. Plans are also ready for reconversion to civilian production but are being held until after the war.

Clear and Strong

A radio station's effectiveness starts with the power to be heard — *in the right places.* WAGA's 5,000 watts on 590 kilocycles assures dependable coverage of a market which, according to our latest figures, accounts for 41% of Georgia's population — 49% of its radio homes and 49.5% of its retail sales.

Add to the *power to be heard* the appeal of *something worth hearing* and a tested plan for stimulating the *desire to listen* and you have the formula through which WAGA has become one of the South's most successful stations.

WAGA

ATLANTA

5000 Watts on 590 Kcs. · Blue Network · Represented by Headley-Reed

READY FOR VIDEO

KDYL Salt Lake City Has Experimented Since '39

AFTER four years of lab work with RCA television equipment, KDYL Salt Lake City is ready for video, according to S. S. Fox, president and general manager of the Intermountain Broadcasting Corp., operators of KDYL. Mr. Fox said his company already had on hand all materials necessary to undertake television broadcasts on an experimental basis and that commercial broadcasts could be readied in a very short time.

The RCA television unit was acquired in 1939 when 441-line pictures were being telecast, but the station's engineering department under direction of John M. Baldwin has converted the unit to send 525-line photos. KDYL applied for an experimental license last September and recently filed for a commercial television permit.

Refusal to Bargain With IBEW Union Explained by W. H. Goan, WAYS Head

EDITOR BROADCASTING:

We note in the Dec. 11 issue of your magazine an article relating to a case now pending before the National Labor Relations Board involving our company and International Brotherhood of Electrical Workers. This article is so written as to do our company an injustice.

Your headline over the article is as follows: "Employe Shifting Is Adjudged Unfair". Now the truth is that there has been no finding whatever in the case to such effect.

Some months ago, the IBEW was certified by the NLRB as representative of our employes at our transmitter. Thereafter, for perfectly legitimate business reasons, which we explained at the Board hearing to which your article refers, we did make certain changes in the personnel at our transmitter. But the Union has not at any time claimed, nor has the NLRB or any of its representatives at any time made any finding, that these changes constituted unfair labor practices on our part.

The only claim against our company and the only finding against our company is that we have declined to engage in collective bargaining with the IBEW as representative of the employes at our transmitter. This we admit. Our explanation for refusing to bargain with this Union as representative of these employes is that our transmitter employes, by themselves, do not constitute, under the National Labor Relations Act, an appropriate bargaining unit. We take the position that we should not bargain with the IBEW unless and until it establishes that it represents the employes both at our transmitter and at our studio.

We do make the further contention that we should not even be required to bargain with this union as representative of our transmitter employes—a majority of our transmitter employes having testified under oath at the board hearing that they are not now members of the union and do not desire to be represented by the union in any way and that this present position on their part has not been caused or influenced by any act or omission whatever on our part.

Under these facts, we believe you will agree that the article appearing in your magazine does not present an accurate or fair picture of this matter, and we will appreciate your doing whatever you can to rectify this situation.

W. H. GOAN
General Manager, WAYS

Editor's note: The story referred to in the above letter from W. H. Goan, manager of WAYS Charlotte, N. C., was based on the report of an NLRB examiner and was so stated in BROADCASTING. A request for oral arguments before the full Board in Washington has since been filed by the station but has not yet been acted upon by the Board.

Leyte Station Operates

FIRST DIRECT voice transmission from Press Wireless' newly established 400-watt station at Leyte to the United States for network use, occurred Dec. 23, at 8 a.m. when CBS brought in William J. Dunn from Gen. MacArthur's headquarters. "Station PX" went into operation first Nov. 14 with direct radio-telegraph transmission. Manager is George Luckey. Procedure is to transmit the material to Press Wireless terminals in Los Angeles for rebroadcast by the networks across the country.

Bendix Appointments

DISTRIBUTORS who will handle the forthcoming line of AM and FM radios and radio-phonograph combinations of Bendix Aviation Corp's Radio Division were announced last week by Leonard C. Truesdell, general sales manager for home radio of the Bendix Radio Division. Sampson Electric Co., 3201 S. Michigan Ave., Chicago, was appointed distributor for territory including Chicago, surrounding counties in Illinois and Indiana, and Illinois cities of Peoria, Aurora, Elgin, Rockford and Kankakee. Miller-Jackson Co., 111-19 E. California St., Oklahoma City was named Bendix distributor for Oklahoma and the Texas Panhandle area. Youngstown Equipment Co., 111 Berkley Street, Boston, has been named distributor for eastern Massachusetts, New Hampshire and Maine. E. B. Latham Co., 1010 Broad St., Newark, will handle Bendix Radio division products in northern New Jersey, while Graybar Electric Co. will handle southern California distribution from its Los Angeles office.

KFYR

New Year Resolutions

KFYR will continue, just as in the year past, to bring its tremendous audience the very finest in radio entertainment - - - news - - - comedy - - - music - - - educational and public service features, with the greatest names in radio.

KFYR resolves to offer the same dependable service to its advertisers. Service that has consistently guaranteed "Results-Plus" to every advertiser who has used KFYR facilities. Service which, incidentally, means more value for your money.

Why don't you resolve to "cash in" on the results by using KFYR?

Write us direct or ask any

JOHN BLAIR MAN

KFYR BISMARCK, N.D. 5000 WATTS 550 KILOCYCLES NBC

WHY PORTLAND, OREGON PEOPLE PREFER KGW

GEORGE BERNARD NOBLE

CHAIRMAN....12th REGIONAL WAR LABOR BOARD

SAYS... "A well-informed public opinion was never more vital than now. Analysis and comment by men who have seen the trouble-spots of the world with their own eyes—who have talked as well to the "little people" of Europe—is exceedingly valuable because such men can make us understand what is ahead of us. For the future peace of the world we need plenty of understanding. Airing intelligent commentary is one of the biggest public services a radio station can give."

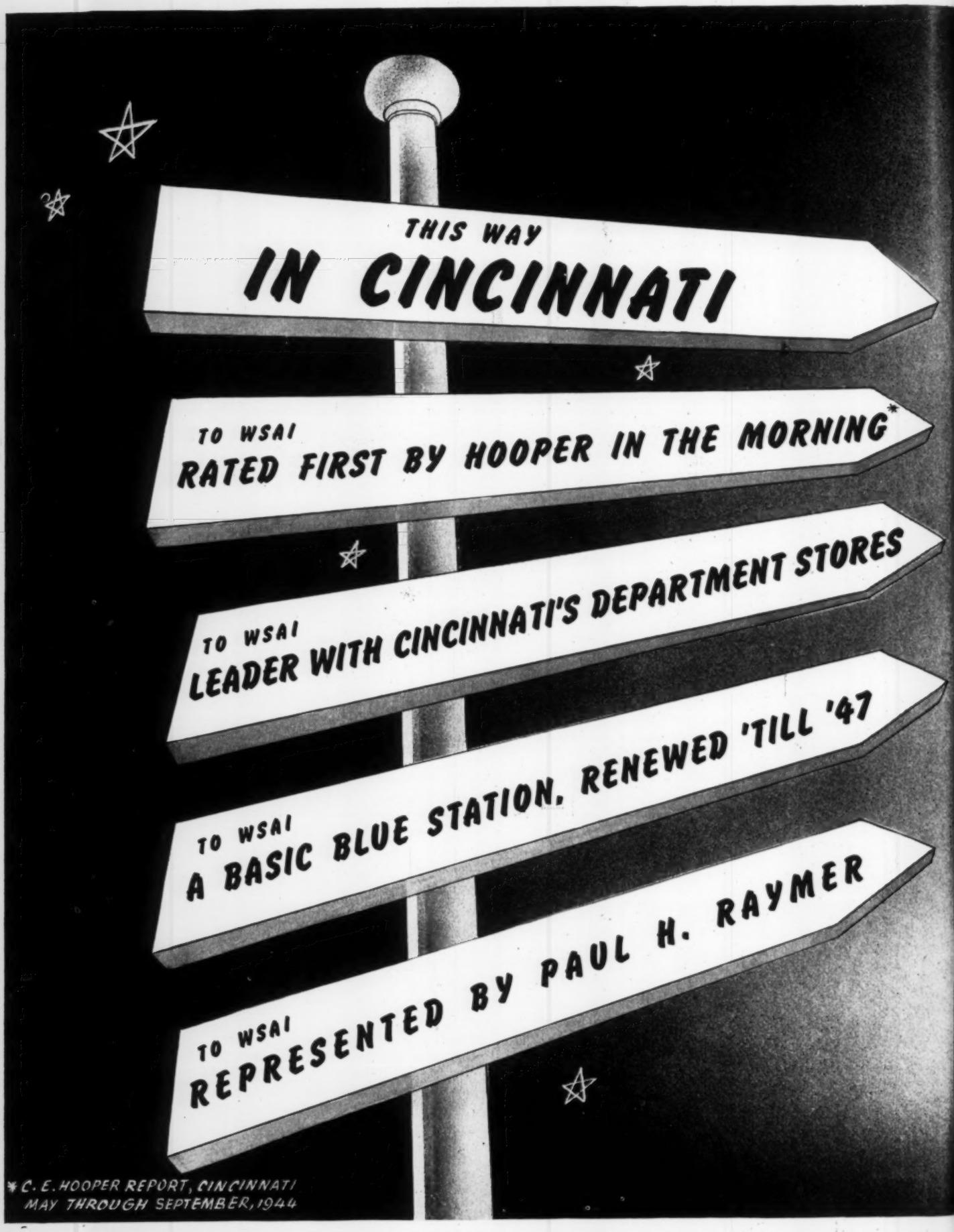
Charles Barbe, KGW news analyst, was foreign correspondent in Berlin, Rome, Bern and London. He took the picture of General Goering at the Arc de Triomphe, the day the Germans took over Paris . . . Below, James Abbe, KGW and NBC network commentator, renowned world-traveler and ex-press-photographer. At Moscow University in 1932, he posed briefly with the Anthropological Museum's world-famous collection of skulls.

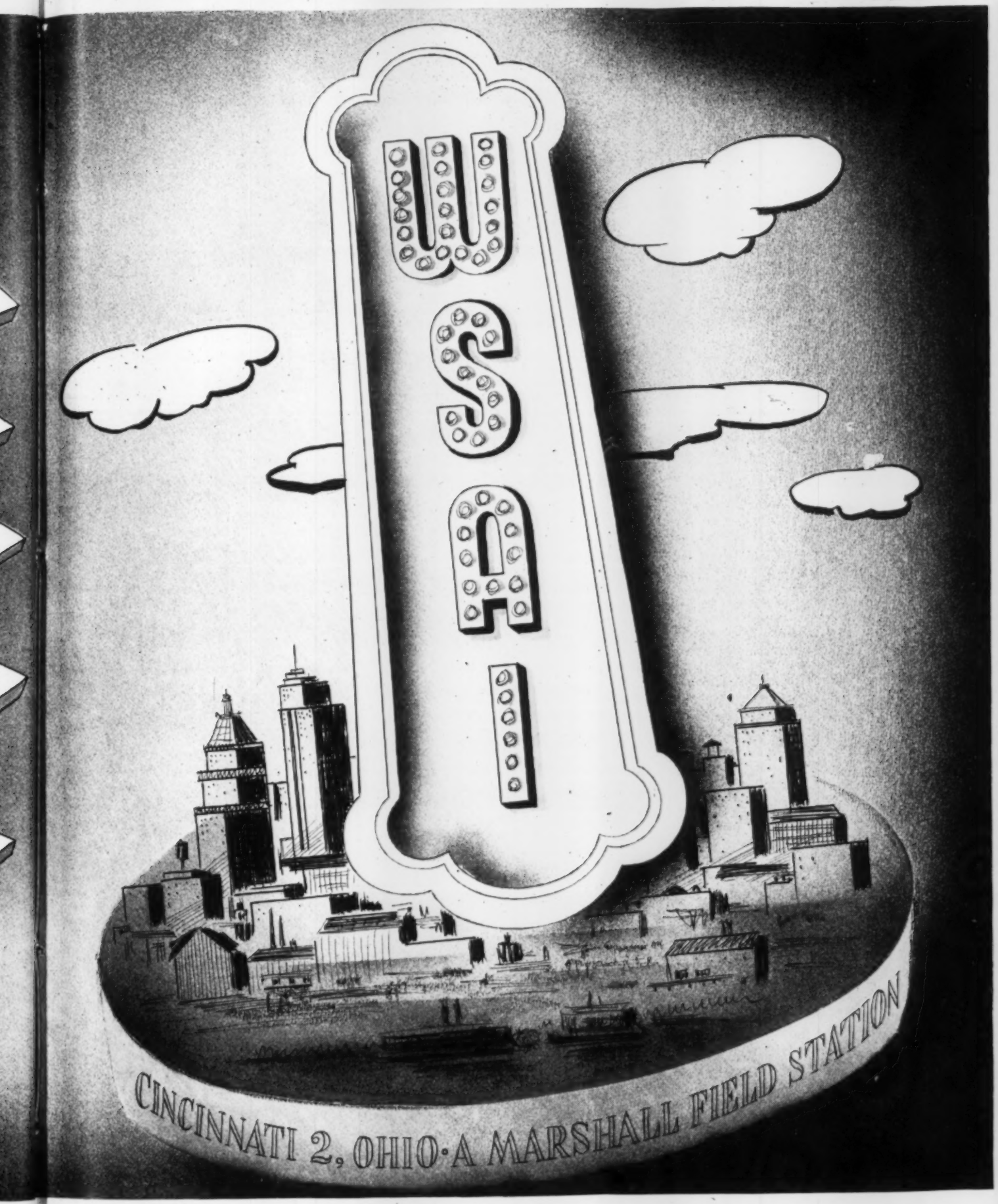
THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.


THIS WAY
IN CINCINNATI
TO WSAI
RATED FIRST BY HOOPER IN THE MORNING*
TO WSAI
LEADER WITH CINCINNATI'S DEPARTMENT STORES
TO WSAI
A BASIC BLUE STATION, RENEWED 'TILL '47
TO WSAI
REPRESENTED BY PAUL H. RAYMER
* C. E. HOOPER REPORT, CINCINNATI
MAY THROUGH SEPTEMBER, 1944



XUM

Editorial

Toward Victory

FOR WELL over a decade it has been BROADCASTING'S custom to issue a New Year forecast, looking into the approaching 12 months and reviewing the period just ended. Every year the roundup has shown an upward trend both in business volume and quality of service.

The most stubborn barrier to a broadcasting boom has been the basic fact that no day can have more than 24 hours. Yet even with radio hovering near the sellout point for several years the total income has continued steadily upward. The year just ended has been no exception.

With the increased income has come increased outgo due to higher operating costs. Even so, the number of stations in financial distress has dropped every year.

Natural result of this satisfactory business trend has been improved broadcasting service. The closing weeks of 1942 found the matter of public service dominating the thinking of executives and staff personnel. Such a trend is healthy, though the means of achieving the goal may involve debate and disagreement.

What could be healthier than a controversy over the method to be used in ridding the air of offensive and overly bizarre spot announcements. Or the inter-industry discussions that preceded establishment of the Broadcast Measurement Bureau.

While the industry has been striving to improve its service to the public it has continued to develop the all-important technique of furthering the war effort. A check of the Federal agencies involved shows how radio has moved ever forward in its contribution to the cause of freedom.

The business survey starting on page 13 portends a healthy business year. But each entity in the broadcasting field must take full advantage of this trend to devote all possible energy to public service. For only by this means can broadcasting command the respect that makes possible its forward movement.

Ten to One

IN THE LAST issue of BROADCASTING (page 18) we reported that the NAM plans to place commercial announcements on radio stations, coordinating the broadcast program with the newspaper campaign, had hit a snag—the NAB Code's "controversial issue" clause.

BROADCASTING quoted an announcement alleged to have been submitted to NAB for its consideration in the light of the Code's provisions. We reported, as the facts were presented to us, that this commercial was looked upon with disfavor at NAB and that, although officials there had made no formal suggestions regarding the copy, they weren't likely to give it their blessing.

All of this was quite in order, except that the commercial presented to BROADCASTING and the one submitted to NAB for review were not one and the same. It develops that the one reprinted in BROADCASTING was not objectionable, but the one originally proposed certainly was.

Well, probably all of this sounds like a Robin Hood's barn excursion, but it does bring one to the ultimate conclusion that what NAM intends to say over radio is not half so controversial, from the broadcaster's viewpoint, as the schedule established for saying it.

NAM proposes to spend $1,000,000 in newspapers forwarding the Association's aims for America. It has earmarked $100,000 for radio. The ratio is 10 for the press to 1 for radio. In 1943—we won't even guess at 1944 figures—radio's total income was about one-half the income of newspapers. However, in national advertising radio bettered newspapers by about $30,000,000.

If NAM is handing out $100,000 to radio as patronage money, there's no better way to demonstrate it than by the lopsided favoritism shown the press. If NAM wants to use radio effectively, it might tear a sheet from the books of those national advertisers who find it profitable to invest over $200,000,000 annually in the medium.

Perhaps the National Assn. of Manufacturers should restudy its advertising budget.

Complete the Count

A FIVE-POINT program to collect statistical information vital to government and business in planning for reconversion has been formulated—and some of it started—by the Bureau of the Census. Appropriations for the work have been requested by the Bureau of the Budget but were rejected by a lame-duck Congress bent on getting in a few licks before adjournment.

When the 79th Congress convenes this week, an effort again will be made to put through the program. The most pressing project, the quinquennial farm census, gets under way today (Jan. 1) as required by statute. An appropriation of $7,250,000 has been made for the enumeration but the necessary $5,500,000 for tabulating and publishing the information gathered was refused by the last Congress.

We do not believe Congress will waste funds already provided for a census required by law, but we urge that action be taken soon that the tabulation may go forward on schedule.

Two of the remaining four parts of the program have been abandoned by the Census Bureau. These were to provide a special survey of war production covering 1944 operations and a sample census of business. Instead the Bureau will ask to revive the regular biennial Census of Manufactures, abandoned since the war, and proceed with the Census of Business, taken every five years. The other projects desired by the Bureau are a sample survey of consumer income and a sample expanded labor force survey, which, when merged, would also provide an abridged census of population.

All of these projects are especially important to radio and of general value to advertisers and marketers. They deserve the support of broadcasters.

Our Respects To —

THOMAS GARLAND TINSLEY II

GIVE the people what they want. That's the success formula applied to broadcasting by Tom Tinsley, president of WITH Baltimore. Tom didn't find out overnight what pleases the people. He acquired that knowledge through years of scrutiny, analysis and plenty of hard work.

Early in his career he ascertained that to sell time he had to deliver an audience to a client; to get an audience a station had to broadcast programs acceptable not to a select few, but to all.

A short time after his birth Feb. 23, 1903, in Nashville, Tom's parents moved to Baltimore. His formal education was acquired at the Hill School, Pottstown, Pa., and Yale, from which he was graduated in 1927 with a B.A. degree and a yen to get into the financial business.

He joined Dillon, Read & Co., New York brokers, later taking a job with Chase Securities. He began to hear a lot about radio—how it was growing, of its future as a profession. Tom liked people. This new business of radio seemed to offer an outlet for his likes, so into radio he went.

His first job was at WORK York, Pa., owned by the Mason Dixon Group of which his brother-in-law, Col. J. Hale Steinman, is head. That was in 1932. After two months he was made commercial manager of WDEL and WILM Wilmington, Del., also owned by Col. Steinman and his brother, John F. Steinman, who head Lancaster Newspapers Inc. It wasn't long before Tom Tinsley was promoted to general manager of the Wilmington stations.

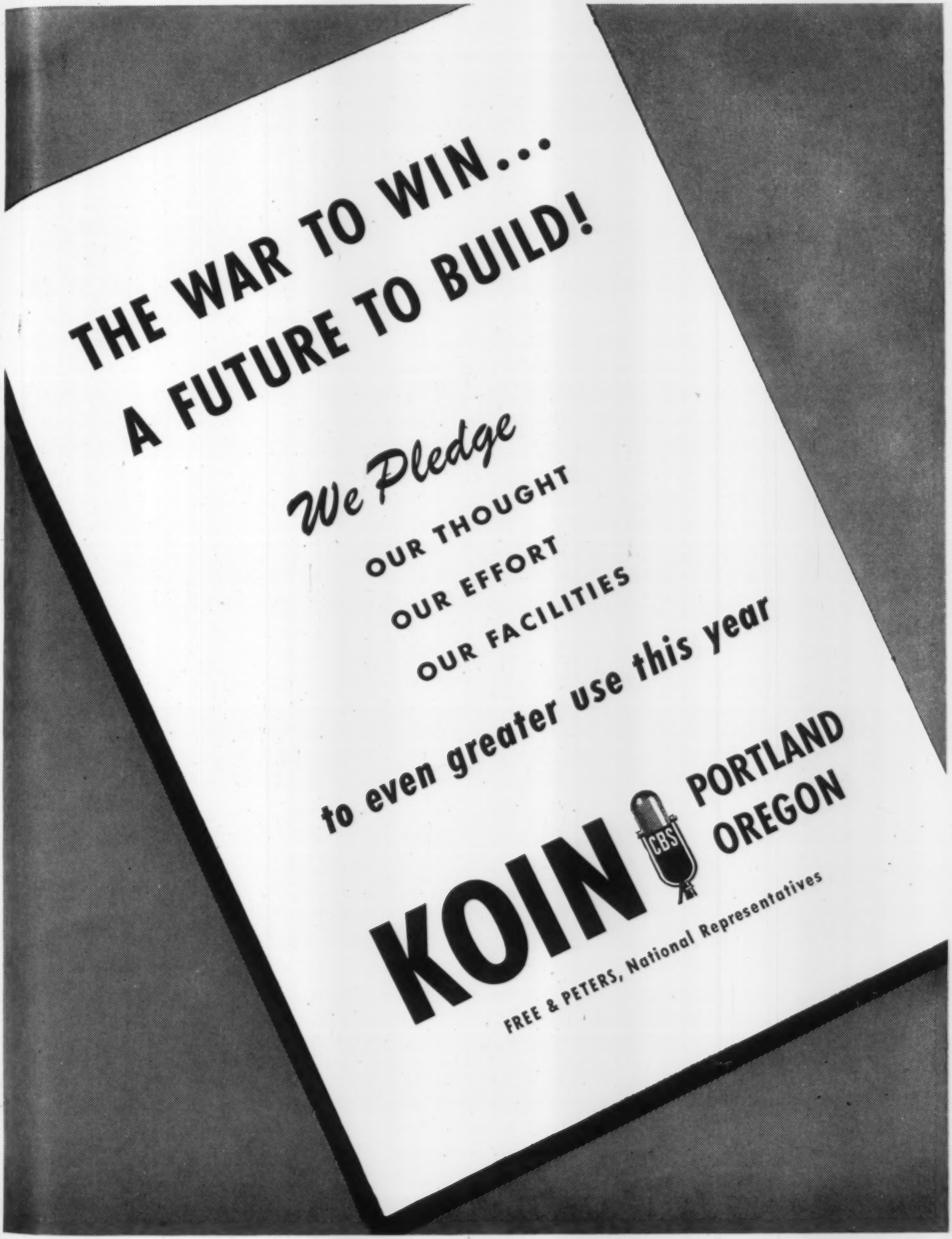
But Tom had been brought up in Baltimore. He wanted to go back home—to work in the larger city. That chance came when WCAO offered him a job as salesman. His next radio post was sales manager of WBAL. There he remained until Hearst bought the station and Tom, with several others, had to make way for new blood.

He went to WMCA New York as a salesman, then to WFIL where he met Margaret Patricia McCord. At once Tom knew he was going to marry her, but he had some ideas about first getting into business for himself.

So back to Baltimore he went and opened a station representative office. His list included WTBO Cumberland, WFMD Frederick and WJEJ Hagerstown, comprising the Maryland State Network. As a station representative in Baltimore, Tom accomplished what the profession thought was possible only in New York, Chicago or Hollywood. He made a success of his venture.

On March 1, 1941, Maryland Broadcasting Co. (of which Tom Tinsley was and still is

(*Continued on page 40*)


THE WAR TO WIN...
A FUTURE TO BUILD!
We Pledge
OUR THOUGHT
OUR EFFORT
OUR FACILITIES
to even greater use this year
KOIN
CBS
PORTLAND
OREGON
FREE & PETERS, National Representatives

WINN

LOUISVILLE

Basic Blue Network

Represented by
PEGGY STONE, New York
GEORGE ROESLER, Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

Vinsonhaler to KGHI; Judge to Direct KLRA

AFTER 17 years as manager of KLRA Little Rock, Sheldon C. Vinsonhaler has resigned as of Jan. 1 to become manager and partner in KGHI in the same city. He joins his former associate, A. L. Chilton, in the KGHI ownership, and with Mrs. Chilton will constitute the partnership.

Mr. Vinsonhaler

Simultaneously, the *Arkansas Gazette* announced the appointment of Roy Judge, associated with a Little Rock accounting firm, as KLRA manager. KLRA was sold to the *Gazette* by Mr. Chilton last June for approximately $275,000. The sale grew out of the FCC's duopoly regulation by virtue of Mr. Chilton's control of the two stations.

Our Respects to

(*Continued from page 38*)

president) put its new station WITH on the air with 250 w power on 1200 kc—24 hours daily. The frequency since has been changed to 1230 kc.

Tom Tinsley did with the new station what few have accomplished. He made money the first month of operation and WITH has been in the black ever since. In September 1941 he returned to Philadelphia to marry Miss McCord.

Tom Tinsley credits the success of his station to the fact that WITH carries what he calls "well-balanced" programs. He knows the younger generation goes for jive and they get it. Long ago he recognized that middle-agers dwell in pleasant memories around such ballads as "The World Is Waiting for the Sunrise," that another group likes symphony.

News for All

His station features straight news for those who want bare facts; commentaries by Ian Ross MacFarlane for listeners who like interpretative news; sports of all sorts by Bill Dyer, and so on. To quote President Tinsley: "We cater to every age group." And that 24-hour operation is profitable, too.

Tom's pet hobby is winners. His latest is a miniature Schnauzer, Genghis Khan of Marionhof, called Skippy for short. Ten days after Tom presented the dog to his wife, Skippy walked away with six ribbons in a Washington show.

Broadcasters and agency folk alike are talking about another of Tom Tinsley's smart moves—his acquisition by 10-year lease of WBBL Richmond, Va., from Grace Covenant Presbyterian Church, granted Dec. 19 by the FCC. He plans to use facilities relinquished by WPID Petersburg, Va. [BROADCASTING, June 12]. He has undertaken in conjunction with Jansky & Bailey, Washington engineers, with FCC approval, to ascertain the vagaries in the FM band [BROADCASTING, Nov. 13].

If, by chance, you're a cross-word puzzle addict, perhaps Tom Tinsley can give you a hand. He spent weeks poring over a cross-word puzzle dictionary, looking for a four-letter word beginning with W. The only one he could find, not in use already, was "with". That word became the call letters of his Baltimore station.

CBS NAMES KAROL AS SALES MANAGER

JOHN J. KAROL, assistant sales manager of CBS, effective Jan. 2 becomes network sales manager, replacing Leonard Erikson, who has resigned to join BBDO, New York Jan. 15 as an executive.

Mr. Karol

Mr. Karol was research director of Crosley Inc., for two years, before joining CBS in 1930. He was generally active in research and sales promotion and then became market research counsel in the network sales department. In March 1943 he took on additional duties as assistant sales manager, a post he has retained up until the present.

He has been secretary and treasurer of the American Marketing Assn., and a former president of the Market Research Council. When the Committee of Radio Research was organized by the AAAA the ANA and the NAB, he was named a member of the technical committee. He has contributed numerous articles on radio research to periodicals and conducted a course on the business side of radio at N. Y. U. School of Adult Education.

WIZE WING RECEIVE EXECUTIVE CHANGES

ADNA KARNS was promoted to station manager of WIZE Springfield and Florence Dykstra to assistant manager of WING Dayton, both effective today, John Pattison Williams, vice-president of the stations announced.

Mr. Karns

Miss Dykstra

Mr. Karns got his first job in radio as an announcer on WING in July 1943, moved to WIZE the next month as production manager and less than a year later was promoted to assistant station manager of the latter. Miss Dykstra will be directly under Mr. Williams who also is general manager of WING. She joined the WIZE sales staff in 1942 after having done retail advertising and display work.

Personal NOTES

JOHN PEARSON, owner of John Pearson Co., station representative, is recuperating from a tonsillectomy at the Augustana Hospital, Chicago.

WILLIAM NORINS, general manager and part owner of WBYN Brooklyn, is in a Philadelphia hospital following an operation Dec. 23.

A. J. MONACK, formerly of RCA and Western Electric, has been elected vice-president in charge of engineering of the Mycalex Corp. of America, manufacturers of "Mycalex 400", high frequency ceramic insulation.

L. R. BOULWARE, former operations vice-chairman of the War Production Board, has joined the staff of **CHARLES E. WILSON**, president of General Electric Co., acting as consultant on marketing and merchandising, a new position. He previously was vice-president and general manager of the Carrier Corp., Syracuse, N. Y.

BOB HALL, commercial manager of KFFA Helena, Ark., is the father of a girl.

DR. C. G. SUITS, assistant to the director of the General Electric research lab, has been elected a vice-president of GE, in charge of the research lab. **DR. W. D. COOLIDGE**, formerly in the position being taken by Dr. Suits, has retired.

C. HAMILTON SANFORD, former assistant treasurer of WFBL Syracuse, now with the Army Exchange Service in ETO, has been promoted to major.

BOYD BRAITHWAITE, commercial manager of KIDO Boise, is the father of a girl.

NORMAN KNIGHT, formerly with WMMN Fairmont, W. Va., is now general manager of WAJR Morgantown, W. Va.

MARTIN R. KARIG Jr., president of the Community Broadcasting Corp. and manager of WALL Middletown, N. Y., on Dec. 16 married **DOROTHY KORTRIGHT** of Middletown, a student nurse.

WALTER DALES, former manager of CJAT Trail, B. C., and CKBI Prince Albert, Sask., is a freelance scriptwriter in Montreal.

FRANK W. PHELAN after 50 years of service, has retired as president of All America Cables & Radio Inc., an affiliate of International Telephone & Telegraph Corp. Mr. Phelan devoted his entire life to telegraphy, becoming a cable operator at the age of 14.

Harold M. Prescott

HAROLD M. PRESCOTT, 58, an assistant vice-president in charge of traffic operations of the American Telephone & Telegraph Co., New York, died in New York Dec. 26. He is survived by his wife and two sons.

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky.*
Huntington, W. Va.

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

QUESTION:
What Wisconsin Radio Audience Has Proved Itself Discriminating, Receptive and Eager to Try Better Things?

ANSWER:
The WMFM Radio Audience!

EXPLANATION:

The loyal family of WMFM listeners turns to FM and WMFM because they prefer its schedule of *distinctive, quality programs keyed to the wants and needs of its audience.*

Wisconsin listeners stay tuned to WMFM because they are anxious to avail themselves of better things. They do not represent any group or class. They are a cross-section of the state, but they are discriminating.

If such people would be attracted to your products (and if it is a good product they will be) then you belong on WMFM.

We repeat. If your product appeals to discriminating people, you belong on WMFM.

THE MILWAUKEE JOURNAL FM STATION

BEHIND the MIKE

ROBERT ALLEN, former announcer and newswriter of WKY Oklahoma City, has joined the Blue Network central division as newswriter, replacing **JANET POMEROY**, who resigned.

JIM TRAUTWEIN, an undergraduate at the U. of Michigan who has been a substitute announcer for two years at WSPD Toledo, has returned to the staff for the holiday season.

MARTHA HENRIQUEZ, has been named promotion manager of WIOD Miami, replacing **FRANK MALLANTS**, who resigned because of poor health.

NADINE AMOS, manager of Blue Hollywood general service department and prior to that secretary to **DON GILMAN**, former network vice-president, has resigned. Miss Amos had been associated with NBC and Blue Networks for 15 years.

JOHNNY COX, released from the Army, has been named to handle promotion and publicity for KFOR Lincoln, Neb.

W. RICHARD TUCK, chief announcer at KFFA Helena, Ark., married **FAYE HORNBECK** last Aug. 20.

W. TAYLOR TAPPAN is a new member of KFFA Helena, Ark., joining the station as program director Oct. 1.

NUMA FABRE, chief announcer of WAJR Morgantown, W. Va., is now program director. **JOHN D. GIBBS** is new chief announcer. **MITCHELL SIMON** has joined the announcing staff.

SGT. ROBERT C. KAPPAS, former writer, actor and producer with WLW Cincinnati, is now producing shows and editing the camp newspaper for the Army somewhere in Italy.

DICK ALLEN and **JOHN BOYER** have joined KTRB Modesto, Cal. as announcers.

SGT. FRANK TRAVERSI, former San Diego announcer now at Fort Lewis, Wash., is working as part-time operator-announcer at KGY Olympia, Wash.

ELIOT JEFFORDS, of the sales promotion staff of KYW Philadelphia, has resigned to join the American Red Cross for foreign duty. She is replaced by **MARY WHITAKER**.

HAL HALLEY, writer and commentator of KMTR Hollywood, is the father of a girl.

Hicks, Cassidy Escape Death in German Attack

GEORGE HICKS, Blue Network correspondent in the European Theatre, in a broadcast Dec. 24, told how he and other newsmen, including James Cassidy, NBC, narrowly escaped death when the front wall of a house was blown in in the Stavelot-Bastognet area, on a highway leading to the front. Four men, whose identity he did not give, were killed in the disaster, the result of strafing by German fighter bombers.

Mr. Hicks said, "I received only the tiniest cut on the left cheek and a scratch on the back of the left hand." Occupants of the house were knocked down. A piece of debris fell across the back of Mr. Cassidy. NBC said last week that Mr. Cassidy apparently had not been seriously injured and had not missed a broadcast.

DIRECTORS GUILD ASKS TO BARGAIN

RADIO Directors Guild, New York, which last May announced its decision to change from the status of a society to a labor union, has notified CBS, NBC, Blue and Mutual that it is now the collective bargaining agent for the majority of directors employed by the networks, and has asked that a time and place be set for the start of negotiations. Declaration was contained in a Dec. 16 letter to the networks. Conferences are expected to begin after the first of the year.

Contract to be submitted to the networks is based on a year's exploration of the entire director field, with individual members contributing data on current abuses and suggestions for improvement. Withholding details of the contract for the present, Jerry Devine, RDG president, said that it includes demands for a minimum wage scale, a specified work week and general elevation of work standards.

For the present, negotiations will concern the New York group only, exclusive of the Hollywood branch. The eastern branch has attained a majority representation of nearly 98% at NBC, Blue and CBS, with a lesser proportion at Mutual, and prefers not to dissipate the majority required by the War Labor Board by spreading over a wider field now, Mr. Devine said. With the addition of six new members the preceding week, the New York group has about 123 members, and the Hollywood unit 34 members, he said.

NBC Recording Division Innovates Musical Series

NBC Radio Recording Division has announced *Music of Manhattan*, produced with noted musicians from name bands by Norman Cloutier, musical director of the division, as the first of a series of innovations planned for the Thesaurus Library Program Service. Series, to be started as three quarter-hours a week, was built in accordance with requests from stations for a good popular musical series of material not available on phonograph records or otherwise, according to C. Lloyd Egner, NBC vice-president in charge of recording.

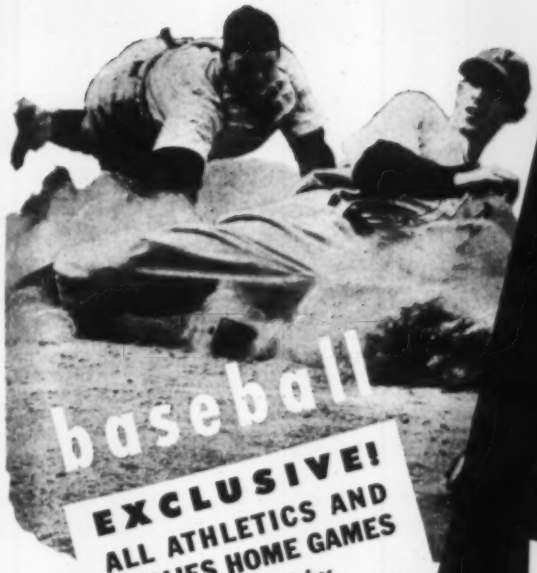
Mr. Egner said last week that the division's recording facilities will be greatly expanded in the near future and that a processing plant for making plates will be set up at NBC so that this work will not have to be sent to Camden as it is at present.

Paul Allison

PAUL ALLISON, 41, announcer of KMPC Hollywood, and prior to that at KMTR Hollywood, died Dec. 21 following a brief illness. Surviving besides his widow is a son in Army Air Corps.

MISREPRESENTATION in radio and other advertising of a book *Perfect Sight Without Glasses* is charged in a complaint issued last week against Emil A. Bates, New York, by the Federal Trade Commission. According to complaint, it is not possible to obtain perfect sight or improve sight by following the courses in the book.

HORACE HEIDT
Horace has been at the top so long and so successfully that he is virtually a national institution. Year after year his popularity on records, on the air, and in the movies is undiminished.
TOY PIANO JUMP
MARY
DEEP IN THE HEART OF TEXAS
DELILAH
BI-BI
Col. 36100
Col. 36576
Col. 36525
Col. 36370
Col. 36337
These are but five of the more than 50 BMI-licensed titles recorded by Heidt. See DISC DATA for the complete listing.
BMI
NEW YORK CHICAGO HOLLYWOOD



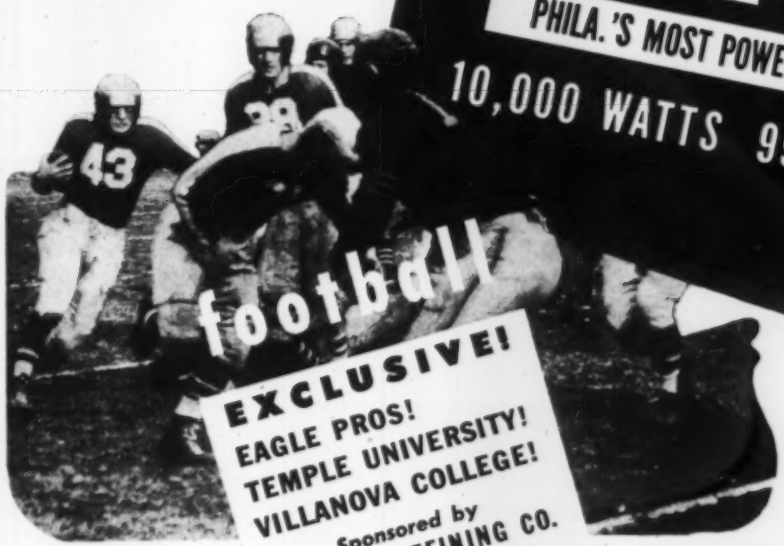
baseball

EXCLUSIVE!
ALL ATHLETICS AND
PHILLIES HOME GAMES
Sponsored by
ATLANTIC REFINING CO.

In Philadelphia Sports means WIBG

PHILA.'S MOST POWERFUL INDEPENDENT

10,000 WATTS 990 KILOCYCLES



football

EXCLUSIVE!
EAGLE PROS!
TEMPLE UNIVERSITY!
VILLANOVA COLLEGE!
Sponsored by
ATLANTIC REFINING CO.

basketball

EXCLUSIVE!
COLLEGIATE BASKETBALL
From Convention Hall, Philadelphia
and Madison Square Garden, New York
Sponsored by
TIDEWATER OIL COMPANY

● The sales-minded station in the sports-minded third largest market! Listeners know "if it's sports, you can hear it on WIBG." Combined with alert news coverage, plenty of music . . . and announcers with sales-ability, that's the story of Philadelphia's Best Radio Buy!

REPRESENTED BY (In New York) JOSEPH LANG, . (Nationally) SPOT SALES INC.

NEWS! MUSIC! WIBG IS THE STATION!

The youngest of the 3 major networks

HAS A LOT TO

LISTEN: to the lullaby of Sardi's

Those six hundred radio editors who registered their opinions with the Motion Picture Daily: credit *them* with reminding us to bring up this Sardi story again.

As you probably know by now, they picked Sardi's as the *best of all daytime programs.** Better than soap operas, commentators, variety shows, or anything else that comes to housewives while their hubbies work away at the office.

Not only radio editors, but people out in Iowa, where the tall corn grows, Dr. F. L. Whan asks the natives what programs they like well enough to try to hear regularly. Sardi's pulled more women's votes than any other variety show—day or night.

Hooper as you know says Sardi's is Number 1 among the first ten daytime programs. CAB ranks the Kellogg portion at the top of the first ten daytime programs in those sixty-eight cities that Mr. CAB keeps an eye on, and where a substantial portion of U. S. income-earners spend their money.

There isn't room here to go into all the mounting evidences of Sardi's leadership: the Crosley, the Cleveland Plain Dealer poll, and a few others.

But the important thing is that Sardi's is no sudden flash in the pan. *It has long been a cornerstone upon which the Blue has built itself into the outstanding morning network from Coast to Coast.* The Blue leads more quarter hours, 9 to noon, than all other networks combined. There's not a wiser buy in all of radio. There is no better proof needed that THE BLUE CAN DO IT.

*They picked The Breakfast Club as No. 2. That gives Blue two out of the first three.

LISTEN: to what 600 wonderful radio editors have to say

That Motion Picture Daily radio poll again: We think it is important because it shows up the Blue as the *only* network that's *moving forward* in the who's-and-what's-good-to-listen-to department.

As you know, they only made 26 awards this year. Last year they made 33.

This year we find ourselves with *six firsts.*

Not a tremendous figure but the Blue is the only network in the whole kit and kaboodle that made any gains at all! Another thing: we think we have a right to be proud of the people that were picked.

Take *George Hicks,* for example. For a long time he was on the staff handling varied assignments, getting better all the time, awaiting the big opportunity. Along comes the war, so out he goes and the first crack out of the box, he makes the most sensational strike in the business.

And *Tom Breneman,* another winner, out on the Coast, running "Breakfast at Sardi's." We put our chips on him a long time ago. Paid, too.

Milton Cross has been a part of the Blue so long that he is practically Blue's own voice on the air.

And *Alan Young:* in him we think we have radio's next Number 1 comic. He's new, fresh—and good.

And we are proud, too, of *Swing* (who has a lot of other awards tucked away in his cedar chest) and *Lombardo.* They're both stalwarts on the Blue.

Yes, we're glad to get those awards. We ought to be.

But what makes us happiest about it is the fact that *here is further evidence that the Blue is going places.*

The youngest, most virile of all the networks is off to the races.

Sponsors with franchises on the Blue can well afford to have a very Merry Christmas.

...The BLUE is doing it... proving that only a switch of the dial

TALK ABOUT

LISTEN: to what is happening to the BLUE on Sunday night

We pointed out a few weeks ago that while Kate Smith and Jack Benny were floating through the ether on a raft of promotional dollars, each determined to corner the 7 P. M. Sunday night audience, our man Drew Pearson (without promotion) was doing very well in the slot opposite both of them.

Well, for your information, our man Pearson is still doing well. He and Benny now share an overwhelming chunk of the 7-7:15 Sunday night audience.

Now comes another demonstration of the Blue's capacity to deliver: The Hall of Fame (in the hour preceding Kate Smith) in Hooper's last published report has the same rating that Kate has.

Blue's 6-7 P. M. slot comes up with 7.5.

Kate Smith, in the CBS slot from 7-8, also comes out with 7.5.

A lot of other interesting things are happening on Sunday night: for example, keep an eye on Bill Bendix. He came on a few months ago in a comedy strip called "The Life of Riley." Came on opposite a couple of long-established audience getters. But little by little "Riley" is climbing.

Then take Joe E. Brown "Stop or Go." That, too, is *making headway fast,* in spite of powerful opposition.

All this proves once again how little real difference there is between the three major networks.

Yet one of the most important differences, of course, is the cost. The price tag on the Blue, for a nighttime half-hour, amounts to $3,474.00 less than the cost of the same time on CBS. That comes to a lot over a 52-week period. Figure it out. Then figure all the things you could do with the difference to help sell *more goods* when the keen competitive era comes.

That is something else for the Blue to talk about.

LISTEN: to what's happened to the major networks in the daytime*

Just to get a line on trends, we went back and picked up Mr. Hooper's reports covering the last ten months. We compared them with reports covering the same periods in 1943.

What this quick little test shows, you will be interested to know, is that the Blue is the only one of the three major networks whose daytime ratings are on the up-grade.

Looking at all programs, sustaining and commercial, from 9 A. M. to 6 P. M.

Blue's ratings are up 16%
NBC's ratings are down 4%
CBS's ratings are down 7%.

Now: that morning lead that the Blue has had all this time: it isn't shrinking, it is lengthening.

The Blue is *getting stronger* in the morning—and it's the only one of the three that can make this statement.

Blue's morning ratings are *up* 30%
NBC's morning ratings are *down* 14%
CBS's morning ratings are *down* 8%.

These figures indicate a trend—they are a potent hint to the wise timebuyer, a gentle nudge to the thoughtful advertiser.

Now about the nighttime situation: Frankly our competitors could say we were not able to tell a glowing story—and that's true but, little by little, we are getting our foot in the door after the sun goes down. We've got some pretty good ratings—and a lot that are improving. Yes, there's a lot of work yet to do. That's why we are working overtime with our advertisers and their agencies to get their help in improving programs, in bringing new ideas to nighttime on the Blue.

We have a lot of hope for our future, and figures like those above prove that *the job can be done.* After all, not so very long ago we were faced with the same daytime problem as we now have at night. We licked it by working on it. We licked it by getting the cooperation of everyone concerned. They all pitched in—*and now look!* So keep an eye on the Blue at night.

*With a thought to the night.

again and again separates the 3 great Networks...

Radio Advertisers

STUDEBAKER Corp., South Bend, Ind., has renewed John Holbrook's news commentary on WGN Chicago Monday through Friday, for 25 weeks effective Jan. 8. Agency is Roche, Williams & Cleary, Chicago.

FRED R. CROSS, of Aro Equipment Corp., Bryan, O., and former sales manager of Stewart-Warner's Alemite division, has returned to Stewart-Warner Corp., Chicago, as general advertising manager.

SEARS, ROEBUCK & Co., Chicago, on Dec. 25 began sponsorship of 10 spot announcements weekly on WENR WIND WJJD WCFL Chicago. Contract for six weeks was placed by Ruthrauff & Ryan, Chicago.

ROYAL CROWN BOTTLING Co., Chicago, has started sponsorship on WIND Chicago of two-daily five-minute news shows Monday through Saturday for 26 weeks. Agency is Olian Adv., Chicago.

OCCIDENT Feeds have signed for sponsorship of the Frederic W. Ziv transcribed show *Korn Kobblers* over stations in Iowa and South Dakota markets. Agency is Campbell-Mithun, Minneapolis.

HIRSCH MERCANTILE Co., Los Angeles (department store chain), on Dec. 16 started weekly spot announcement schedule on KFI Los Angeles. Contract is for 52 weeks. Placement is through Adolph Wenland Adv., Los Angeles.

W. F. YOUNG Inc., Springfield, Mass. (Absorbine Jr.), has started spot announcements on a number of Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

VICK Chemical Co., New York, has scheduled *Old Corral*, a Frederic W. Ziv transcribed program, on WBEN Buffalo and *Korn Kobblers*, another Ziv production, on WCSC Charleston, S. C. Agency is Morse International Inc., New York.

CORN Products Refining Co., New York, has signed for sponsorship of *Pleasure Parade*, a transcribed production of Frederic W. Ziv, Cincinnati, on KGMB Honolulu. Agency is Gotham Adv., New York.

WIEBOLDT STORES, Chicago, has renewed sponsorship of *Your Neighbor*, featuring June Marlowe with transcribed music and shopping news tips, Mon. thru Sat. on WMAQ Chicago. Contract for 52 weeks was placed by Needham, Louis & Brorby, Chicago.

SEYDEL CHEMICAL Co., Jersey City, has appointed Walter M. Swertfager Co., New York, to handle advertising for Subenon medical tablets. Radio advertising, 19 one-minute transcribed spot announcements weekly, will be continued on WMCA New York.

Esso Promotes Miller

J. A. MILLER, formerly advertising-sales promotion manager of *Esso Marketers* (Standard Oil Co. of New Jersey), has been appointed coordinator of all advertising and sales promotion activities of Standard Oil Co. of N. J., the holding company, and its affiliates, a new post. Mr. Miller is succeeded at *Esso Marketers* by R. M. Gray, assistant advertising-sales promotion manager, since 1942, who joined Esso in 1934 and was placed in charge of media in 1936.

Mr. Miller

J. P. LAWTON, Des Moines manager of Graybar Electric Co., will take over the duties Feb. 1 of district commercial manager in the company's northwestern district with headquarters in Seattle. He succeeds J. H. Kelley, who is being pensioned after 38 years' service.

AD SURVEY SHOWS CONSUMER CHOICES

MOST popular advertising copy is that which tells the consumer how to conserve and get the most use out of one's equipment, clothes, etc., according to a survey just completed by the Committee on Consumer Relations in Advertising Inc., New York. Of the first 817 questionnaires returned, 95% favored the conservation theme in advertising.

Copy which explains rationing or other Government regulations was next in popularity, receiving 90% approval, with advertising that tells how to plan nutritious meals and stretch scarce foods running a close third with 89% signifying approval. Advertising by individual firms that: (1) promotes the war effort by encouraging bond purchases, salvage of scarce materials, etc.; (2) that promises wider distribution of products at lower cost; (3) that features peace, freedom and security in the postwar world; and (4) that informed the consumer of availability of booklets giving product or other information which could be obtained by writing the advertiser received respectively 83%, 77%, 74% and 71% approval.

The advertising theme which received the greatest disapproval was that urging immediate postwar relaxation of Government controls over materials and prices, with 58% of the replies indicating dislike for this type of advertising copy. Advertising featuring products and product changes so different from prewar models that they probably will not be produced for several years after the war received more negative than positive votes as did advertising promising prosperity and jobs in the postwar period.

GE Buys Ken-Rad Tube Plants; Acquires Others

PURCHASE by General Electric Co. of the radio tube manufacturing and plant facilities of the Ken-Rad Tube & Lamp Corp., at Owensboro, Ky., Huntington and Rock Port, Ind., and the operation of Government-owned plants at Tell City, Ind., and Bowling Green Ky., where Ken-Rad has been making tubes for the Government, was announced last week by Dr. W. R. G. Baker, GE vice-president in charge of the electronics department. GE takes over on Jan. 2.

George W. Nevin, manager of the GE tube division, disclosed that Carl J. Hollatz, executive vice-president of Ken-Rad, will manage the new GE operation, to be known as the Ken-Rad division, electronics department of GE. Mr. Hollatz has been with Ken-Rad since 1918. With acquisition of the receiving tube manufacturing plants, GE will be prepared to enter all phases of radio in the postwar era. Ken-Rad retains its electric lamp manufacturing business.

WWL New Orleans is sporting a boom microphone wearing a snood-like cardinal red padded cap on the lead end of the boom. It was placed there after several members of the announcing staff almost knocked themselves out by walking into it.

ASK THE NEIGHBORS WHY-

KFNF

"The Friendly Farmer Station"

SHENANDOAH — IOWA

Was Selected by 189 Local & Regional ADVERTISERS

To carry a message, during November 1944, to the great FARM MARKET AROUND SHENANDOAH

A demonstration of dominance—within KFNF's own primary—which clearly points the way for all sponsors who desire to reach this tremendously rich rural and semi-rural area.

KFNF anticipates trends—accords each account the courtesy of personal attention—builds each program to serve specific needs. We believe this explains why, for the farm market around Shenandoah. . . .

INFORMED SPONSORS ARE BUYING

KFNF

1000 Watts *"The Friendly Farmer Station"* 920 KC.

For availabilities write or wire direct to Frank Stubbs, Mgr., KFNF Inc., Shenandoah, Iowa

In meeting the challenge of the future, *Western Electric* equipment leads the way

War's end will bring a challenge to everyone. To those identified with communications and transportation, faster, better interchange of ideas and goods will be the order of the day.

We at Western Electric—with our 75-years heritage of leadership in communications equipment—believe we are peculiarly qualified to accept this challenge.

In world-wide telephony, broadcasting, aviation, marine and mobile radio—in every field where sound-transmission apparatus plays a part—Western Electric has led and will continue to lead the way. In these fields as well as in television, Western Electric will play a dominant part in the future.

To speed Victory, buy more War Bonds—and keep them!

Western Electric
ARSENAL OF COMMUNICATIONS EQUIPMENT

Distributed by GraybaR

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE CHICAGO BEARS FOOTBALL
EXCLUSIVE BLACK HAWKS HOCKEY
EXCLUSIVE 24 HOURS NEWS SERVICE
EXCLUSIVE CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

ALFRED G. KEESHAN, formerly a vice-president, general sales manager and advertising manager of Frank H. Lee Co., Danbury, Conn. (hat firm), has joined Bermingham, Castleman & Pierce, New York, as vice-president in charge of new business, a new position. For the past two years Mr. Keeshan has been with the Quartermaster General's office in Washington.

MIRIAM ORR, former assistant traffic director of WJW Cleveland, joined the research department of Ruthrauff & Ryan, Chicago, Dec. 26.

STU DAWSON, radio director of Young & Rubicam, Chicago, is leaving for the West Coast effective the fir t week in January to take over the General Electric program.

JERRY LAW, former radio director of Hirshon-Garfield, New York, has joined J. R. Kupsick Adv. Agency, New York, as radio director, a new position. Dorothy Kent, formerly on the advertising staff of Hearn Dept. Stores, New York, has also joined the firm as copy chief, another new position.

JOHN SURREY Ltd., New York, pipe and tobacco manufacturers, has appointed Stuart Bart Adv., New York, to handle advertising. Radio will be used.

JOSEPH A. KLOSTER has been elected chairman of the executive board of the newly formed Advertising Agency Production Men's Club of Philadelphia. Other officers include: William B. Turner, president; Thomas J. Murray, vice-president; Ralph Hays, treasurer, and Nicholas Carelli, secretary.

EUGENE I. HARRINGTON, vice-president in charge of client relations of Foote, Cone & Belding, New York, has been appointed manager of the San Francisco office of the agency, replacing Robert K. Reynolds who will continue as a vice-president, servicing the Southern Pacific account.

BERGI BOE, chief timebuyer of MacFarland, Aveyard & Co., New York, is recovering from an appendectomy she underwent Christmas Eve.

RUSSELL MITCHELTREE, formerly with Lord & Thomas and on the copy staff of Maxon Inc., New York, has joined the copy and creative staff of Lawrence Fertig & Co., New York.

DON SEARS Adv. Agency announces the opening of offices in San Francisco to operate in conjunction with offices maintained for the past three years in the Hotel Claremont, Berkeley, Cal. Alfred L. Jermy has joined the agency in charge of the San Francisco office, to direct management in this area for General Amusement Corp.

IN THE FOOTSTEPS of his father, Arthur Pryor Jr., vice-president and radio director, BBDO, and son of the well-known band leader, took over the baton of Arthur Fiedler to conduct a rehearsal of *Sunday at 4:30*, so Mr. Fiedler could listen to the 45-piece orchestra from a remote section of the Boston Opera House. The symphony program is heard on WBZ-WBZA Boston-Springfield.

KAY C. JONES, former timebuyer of Glasser-Gailey & Co., Los Angeles agency, has joined Abbott Kimball Co., Los Angeles, in charge of production and media.

EARLE EBI, Hollywood producer of J. Walter Thompson Co. assigned to NBC *Chase & Sanborn Show*, has resigned to join Sherman & Marquette. He will be assigned to *Judy Canova Show* which starts on NBC Jan. 6 under sponsorship of Colgate-Palmolive-Peet Co.

WALTER MORRIS, with Rickard & Co., New York, 20 years as account executive and copywriter, has joined the creative staff of Fuller & Smith & Ross, New York. Ted Browne, formerly with N. W. Ayer & Son as account executive, has joined the creative staff to develop special products promotion campaigns and presentation material.

MAJ. EDWARD BYRON, former head of the radio department of William Esty & Son, New York, and now chief of the Radio Branch, Army Service Forces Group, War Dept. Bureau of Public Relations, is the father of a boy.

STRAUCHEN & McKIM Adv., has moved to 6 E. 4th St., Cincinnati 2, Ohio.

DUANE JONES NAMES R. T. SMITH MANAGER

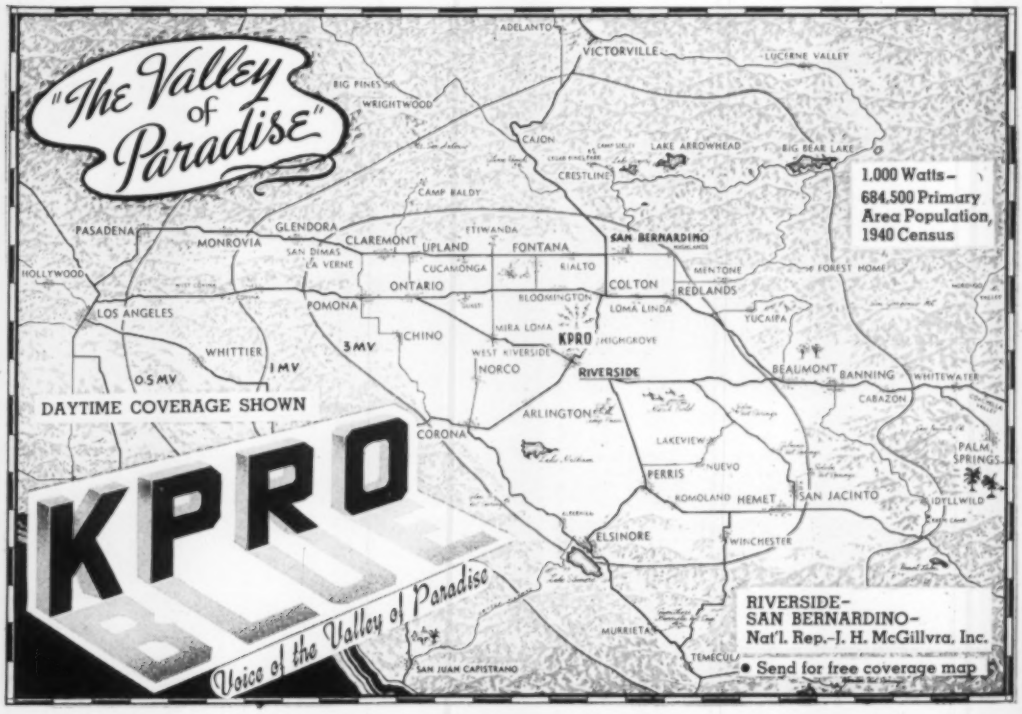
RALPH T. SMITH, copy chief of Duane Jones Co., New York, has been elected general manager, a new post entailing chairmanship of the agency's newly created strategy board, supervision of all copy and coordination of the work of all account executives. Mr. Smith was elected unanimously by executives and department heads, who were asked to choose their own manager on the basis of their part in the expansion of the agency from 4 to 26 accounts in two and a half years.

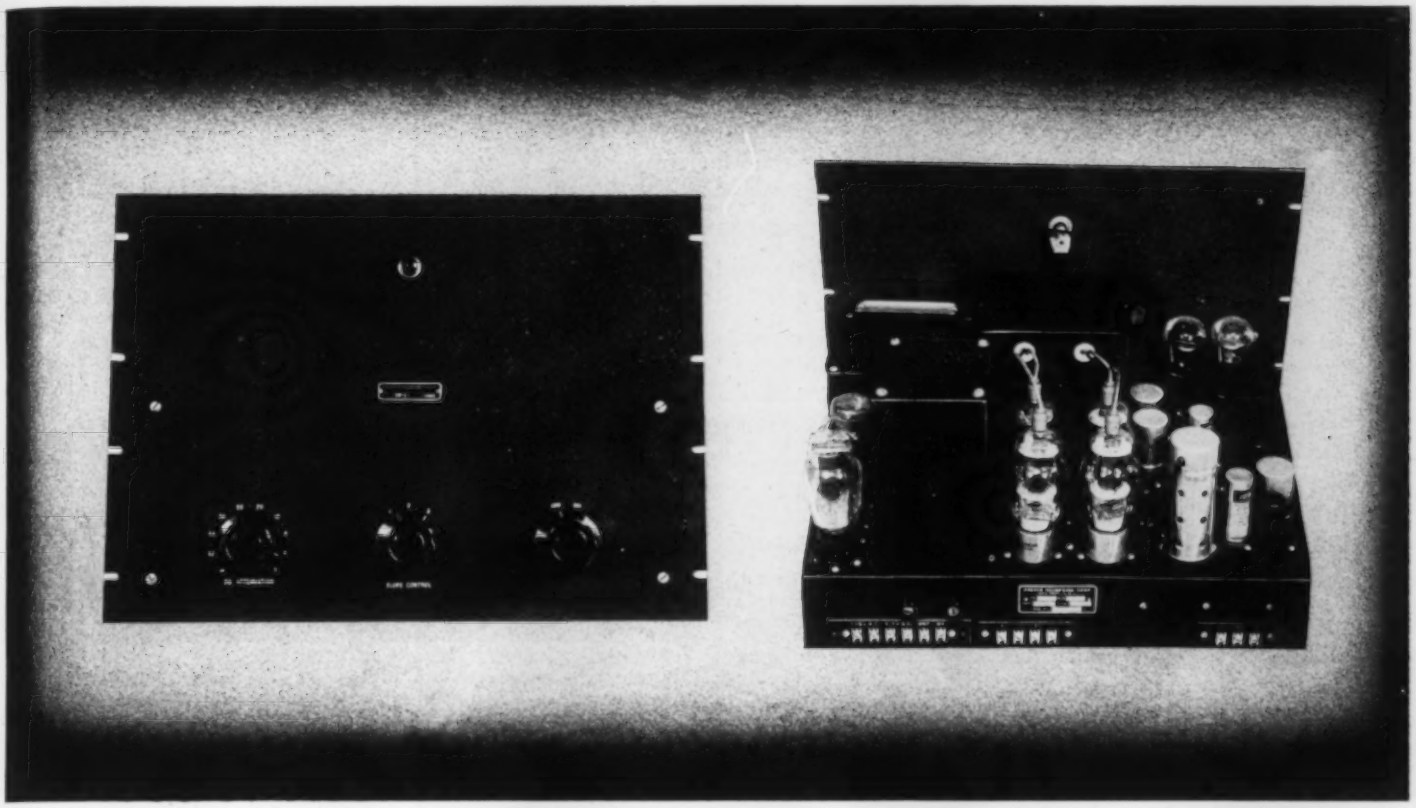
Mr. Smith has been copy chief since the agency's inception, and has been associated with Duane Jones, agency head, for ten years at various agencies. With Blackett-Sample-Hummert from 1937 to 1940, Mr. Smith wrote copy for campaigns for Babbitt Inc., American Home Products and Sterling Products Inc., subsequently joining Maxon Inc. as copy chief. In 1941 he joined forces with Mr. Jones as copy chief of the new agency.

The strategy board is composed of the executive heads of departments and is based on Mr. Jones' plan to conduct agency operations on a teamwork basis. Board meets to consider treatment of specific problems that arise in advertising activities, particularly in those concerning special campaigns.

Francis Eugene Nixon

FRANCIS EUGENE NIXON, 62, former vice-president of the Federal Adv. Agency, New York, died of a heart attack in New York Dec. 21. Mr. Nixon, who retired from the agency in 1929, joined Federal when it was organized in 1908. Surviving are his widow, a son and a daughter.





You Can Buy This Amplifier TODAY

Under a recent ruling of the War Production Board radio station owners may buy up to $500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

Here is a piece of equipment that will make a vast improvement in the quality of your instantaneous records. And it can be delivered to you promptly.

It is the Presto 88-A amplifier, designed especially for use with Presto 1-C and similar high fidelity cutting heads.

Maximum power output is 50 watts with 4% distortion, measured by the inter-modulation method. Feed back circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000 c.p.s. ± 1 db. (2) "NBC ORTHACOUSTIC" recording response. (3) World-AMP lateral recording response.

Designed for relay rack mounting; panel height 14"; input, 500 ohms; output, optional, 15 ohms or 500 ohms; gain, maximum, 85 db. Shipment 4 to 5 weeks after receipt of order placed with your electronic distributor.

PRESTO RECORDING CORPORATION

242 WEST 55th STREET, NEW YORK 19, N.Y., U.S.A.

Walter P. Downs Ltd., in Canada

Buy Bonds. Keep on Buying.

Keep 'Em Flying.

BUFFALO'S GREATEST REGIONAL COVERAGE

WGR

550 K.C.

BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

NBC Reports All-Time High In Spot Sales; Net Up 12%

More Sponsored Newscasts, Women's Programs; Fewer Announcements; Seven New Affiliates

NET REVENUE of NBC increased approximately 12% during 1944 over the preceding year, Roy C. Witmer, vice-president in charge of sales, disclosed in the network's yearend report.

With a substantial increase in the number of commercial program periods using the full network, from 89 in 1943 to 111 in 1944, Mr. Witmer reported, the average number of stations per program rose from 78 to 90 for daytime shows, and from 102 to 112 for nighttime broadcasts.

All-Time High for Spots

More advertisers used the network's facilities last year than in 1943, with a total of 80 different sponsors on the air in 1944 as against 73 in the preceding 12 months. NBC concluded the old year with an expanded network of 149 affiliates, seven more than last year.

The network's spot sales department reached an all-time high in sales volume, ending 1944 with 21% more revenue than in 1943, according to James V. McConnell, manager. While all types of spot business showed substantial increases, program sales were particularly strong, accounting for nearly 50% of the total revenue increase. "The trend towards more established program purchases will continue as companies lay their plans for postwar activity," he predicted. Only 24% of spot sales revenue came from one-minute announcements, compared to 28% in 1943.

Sponsored newscasts have gained and revenue from women's cooperative programs increased from 4% in 1943 to 5%, "an indication that this type of program is doing an outstanding selling job for manufacturers of products appealing to women." In line with the general trend, movie and theatre advertising rose considerably in volume, and will continue to rise in 1945, according to Mr. McConnell.

Cancellation of all commercial broadcasts on D-Day and, as the result of favorable reaction to this measure, similar action on election night are singled out as 1944 highlights in management policy in the report, which emphasizes throughout ways in which NBC has served the public interest, particularly in bringing the war and its attendant problems before the people.

In the FM field, 1944 witnessed two major developments at NBC—network programs were made available to FM stations operated by NBC affiliates, and in August NBC's FM station in New York shifted from experimental to commercial broadcasting under the call letters WEAF-FM.

John F. Royal, vice-president in charge of television, pointed to the introduction of live studio features, and regular arena sports events on WNBT, NBC's New York video outlet, augmenting the film telecasts which predominated in 1943; and to the fact that the station enters the New Year with five sponsors, the number limited only by restricted studio facilities. Video highlights listed for the year were participation in FCC allocation hearings Sept. 28-Nov. 2 by President Niles Trammell; regional network operations with WRGB WPTZ; development of new video techniques and services particularly in election and convention coverage.

Prevented by the AFM ban from supplying instrumental music to station and commercial clients during the first 10 months of the year, Thesaurus division of NBC's Radio-Recording Division nonetheless came out at the end of '44 with more subscribers than ever before —238 as against 227 for 1943. Peacetime production of record manufacturing alone in cooperation with the RCA factories, more than doubled in 1944 to meet the needs of the armed services, according to C. Lloyd Egner, vice-president in charge of Radio-Recording.

Hitch-Hikes Abolished

Multiple product advertising by hitch-hike and cow-catcher announcements was abolished during 1944, through cooperation between NBC and its station's planning and advisory committee.

As a result of special stress on individual station responsibility towards public service broadcasting, NBC programs of this type had larger networks in 1944 than ever before, according to a report on station relations activities.

WJLS

BECKLEY, WEST VIRGINIA

Expands its market...*

*Daytime coverage increases 1,390 square miles...with 110,741 additional potential listeners (FCC survey).

now at 560 *on the dial*

CBS NETWORK

Represented by Burn-Smith

WBNX

DAILY PROGRAMS IN

Italian
Polish
English
German
Jewish

5000 WATTS DIRECTIONAL OVER NEW YORK

Americas Leading Foreign Language Station

Hooper Rates 'Girl Marries' First For December Daytime Week-day Shows

TOP rating in the list of ten week-day programs in the C. E. Hooper Inc. report on national daytime programs for December was resumed by *When a Girl Marries. Aunt Jenny* made a spectacular rise to second place from obscurity of two previous lists in which the program failed to appear.

Day Audience Down

Life Can Be Beautiful, which moved back into the top ten list in November in last place, moved up to third in line in the current report. Fourth was *Ma Perkins*. Kate Smith ranked sixth, followed by *Big Sister, Portia Faces Life*, Stella Dallas, and *Young Widder Brown*. *Theatre of Today* ranked first and *Stars Over Hollywood* second of the Saturday shows.

Hooperratings are down from between 0.3 to 0.8 from last year's reports for average daytime audience rating, average sets-in-use and average available audience. The audience rating of 4.7 however is up from the last report, and the available audience of 71.3 up 0.8 from the last report. Sets-in-use figure is 15.4, down 0.1 from the last report.

Ma Perkins has the highest sponsor identification index, 74.8, with 71.6 giving the correct product; 3.2 giving another product; 6.4, representing misidentification and 18.8 those who couldn't name a sponsor.

Breakfast Club (Swift) had the largest number of women listeners, *Baukhage Talking* the most men, and *Terry and the Pirates* the most children listeners.

The five top ranking programs listed in terms of the number of listeners per listening set are as follows:

	Women	*Men*	*Children*	*Total*
1. *Let's Pretend*	1.11	0.27	1.20	2.58
2. *Terry and the Pirates*	0.84	0.25	1.37	2.46
3. *Jack Armstrong*	0.82	0.30	1.31	2.43
4. *Tom Mix*	0.93	0.44	0.99	2.36
5. *Breakfast Club* (Swift)	1.45	0.30	0.42	2.17

Wearing Quality of Long Shows Found Variable

REPORTING on a survey to determine the "wearing quality" of programs of unusual length, The Pulse Inc., New York, concludes that there is no general law governing the holding power of such programs, but finds certain factors contributing to gains or losses of a long period show while on the air.

Nighttime variety and drama shows, The Pulse relates in the Radio Monthly News Letter, Dec. 15, tend to lose listeners with each new quarter-hour. In all the surveyed programs in this category, the second quarter-hour loses less listeners than the third. Sunday morning and afternoon shows, it was found, gain more listeners than they lose.

KVOE Santa Ana, Cal., has appointed W. S. Grant Co. as national advertising representative, effective Jan. 1.

14th Anniversary

NBC broadcast of *Carnation Contented Hour*, Monday 9-9:30 (CWT), celebrates its 14th year on the air Jan. 4. Show is sponsored by the Carnation Co., Milwaukee, through Erwin, Wasey & Co., Chicago.

Stan. Brands Expands

STANDARD BRANDS, New York, stepping up its use of network programs (starting Feb. 4), will begin sponsorship of a weekly half-hour comedy variety program on behalf of Fleischmann's Yeast and Blue Bonnet Margarine on NBC, 8:30-9 p.m., replacing *One Man's Family* which will be moved into another period, yet undetermined. New Eddie Bracken show will feature the stage and screen comedian with an unnamed orchestra. Mann Holliner will direct the program with musical director and and writers to be announced. For its various products, Standard Brands currently has two programs on NBC and one on CBS. Agency for products to be promoted on new show is Kenyon & Eckhardt, New York.

Tangiers Interest

ATLAS Corp. has acquired an interest in the Societe de Gerance de Radio Imperial, operator of the radio station in the International Zone of Tangiers, Floyd B. Odlum, president of the corporation announced. Plans, in addition to the modernization and enlargement of the Tangiers station, are to install and operate stations in Martinique, French Guinea, Guadeloupe, French territories in India, Madagascar, la Reunion, New Caledonia, Oceanic Settlements, Clipperton Island and St. Pierre et Miquelon. The operation will cover broadcasting, television, wireless communiciations and facsimile transmission.

KWJJ 1000 WATTS 1080 KC
FULL TIME STATION
PORTLAND, OREGON
ABC NETWORK
STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.
207 N. Michigan Ave.
Chicago 1, Illinois
368 Chamber of Commerce Bldg.
Los Angeles 15, California

WJAC JOHNSTOWN
NBC
WFBG ALTOONA
These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area
0.5M V/M
Belsano
Armagh
Nanty Glo
Cramer
Ebensburg
New Florence
South Fork
Portage
WJAC
JOHNSTOWN
Dunlo
Davidsville
Windber
0.5M V/M
Bellwood
Junata
WFBG
Gallitzin
ALTOONA
Cresson
Hollidaysburg
Roaring Spring
BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT
National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

COLUMBIA NETWORK
WKBW
1520 K.C.
BUFFALO'S ONLY 50,000 WATT STATION
DAY and NIGHT
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative FREE & PETERS, INC.

More

HOPE

than any other year in the history of mankind.

More

HOPE

In a world that has more to expect. We continue to give advertisers MORE for their money than any other Memphis Station.

1925—THE FRIENDLY STATION
1935—"this is the friendliest spot on your dial."
1945—Your MUTUAL friend.

Memphis is in the "Sunny South" and is neither subject to severe cold or long spells of depressing heat.

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

Television as Leading Postwar Industry Visioned by Kesten

Pledges CBS Aid to Hastening Its Development; Yearend Review Stresses Wartime Service

TELEVISION can become one of America's leading postwar industries and CBS intends to do everything possible to hasten its potential development.

That's the pledge made in a yearend statement by Paul W. Kesten, CBS executive vice-president, who declared that his network is "fully conscious of its special obligations in war" but that it had given "serious consideration to postwar operations".

Review Stresses War Service

While Mr. Kesten's statement dealt primarily with things to come, the annual yearend CBS review pointed out that radio's 1944 accomplishments will be remembered in terms of participation in the war itself, rather than in postwar planning.

Nearly 35% of the year's total operating time was devoted to programs directly related to some phases of the war. That represents 3,169 hours, or an average of nearly nine hours daily, including war news. Out of a total of 17,116 separate broadcasts, close to last year's total, 10,404 were heard on commercial time.

CBS listening station, which has recorded some 50 million words in from 10 to 15 languages during 1944, calls the plays on the shortwave front, reporting what is in effect a success story for Allied radio.

Sources of Axis broadcasts from Europe dwindled to one—Berlin, with five former points of Axis broadcasts changing their tunes—Brussels, Bucharest, Helsinki, Luxembourg, and Paris, while Budapest fell silent before the Russian Army.

On the domestic front CBS sees a vindication of its pioneer use in 1940 of the controlled mail ballot technique of measuring station coverage, in the establishment of the Broadcast Measurement Bureau.

A new degree of flexibility in the advertisers' use of network facilities has been achieved with the addition of two new discounts, both slight variations of the first 15% full network discount plan, according to the review. Of 102 CBS commercial programs, 64 are earning one of the three discounts. CBS signed affiliation contracts with 14 stations, ending up with a total of 143 outlets.

CBS' New York television station WCBC resumed live programs last year, increased its staff to 28 and became the first video member of the NAB, having resigned from the TBA.

Sees Good Prospects

Mr. Kesten's statement cited three proposals concerning postwar television, international shortwave and FM, as suggested during the FCC allocation hearings Sept. 28-Nov. 2 and asserted: "There are good prospects that 1945 will see successful demonstration in the United States of the kind of television we can endorse. Much factual evidence uncovered in 1944 supports these hopes." He pointed out that high-definition, 1,000-line television already has been demonstrated in France (Two conflicting reports on the quality of French television, however, appeared in the Dec. 18 BROADCASTING).

"High frequency, wide-band television, as a world standard, is inevitable, at whatever sacrifice it may mean of present-day equipment," Mr. Kesten said, adding that CBS believed such sacrifices would be smaller now than later.

Asks Better Television

In asking for better television, CBS has matched words with action, Mr. Kesten's statement continued, having applied for high-frequency video stations, ordered necessary equipment, negotiated for new-type receivers and having appropriated a larger television budget than any other non-manufacturing broadcaster.

"Until the public gets the kind of television it expects, an audience that interests advertisers cannot be built, and broadcasters will —and should—carry the cost of programs," said the Kesten statement. "But private resources are limited, and a television audience that ceases to grow will ultimately, of economic necessity, be allowed to die on the vine."

SURROUNDED BUT NOT INVADED SURROUNDED

Do Ohio Valley folks listen to WSTV in Steubenville? That's a logical question, considering the fact that we are SURROUNDED but NOT INVADED — by some mighty powerful network competition, including two 50,000 watt stations! Here's the answer in our latest Hooper.

TIME	WSTV	A	B	C	D	E
MORNING 8:00 AM-12 N Mon. thru Fri.	39.7	24.2	2.3	3.7	5.5	23.7
AFTERNOON 12:00 N.-6:00 PM Mon. thru Fri.	41.5	24.4	3.7	10.7	8.9	8.9
EVENING 6:00 PM-10:00 PM Sun. thru Sat.	25.6	36.8	5.8	3.7	5.8	17.3

HOOPER LISTENING INDEX — MID SUMMER 1944

WSTV
STEUBENVILLE, O.
JOHN LAUX, GEN. MGR.
MUTUAL
THE FRIENDLY GROUP

WSTV WFPG WJPA WKNY

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

OUT IN FRONT

CARRYING ALL CBS MAJOR PROGRAMS

KGVO
MISSOULA • MONTANA

The entire Detrola Radio plant is a new idea in radio manufacturing technique. All of its departments —administrative, engineering, design, production—are spacious, orderly and modern . . . and modernly equipped. This not only promotes employee efficiency, but stimulates workers to conceive ideas for ever-greater improvement of both our products and manufacturing methods. Such conditions have enabled us to achieve high quality, high volume war production. They will likewise enable us to build highest quality radio receivers, automatic record changers, record players, radio television receivers and other electronic devices when our efforts are again happily directed toward those peacetime pursuits.

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN PRESIDENT

BUY MORE WAR BONDS

Fulton Lewis, jr.

America's Most Listened to News Reporter,

Says . . . . Thanks to my more than 130 Sponsors for their confidence and good will extended to me in 1944—and it is my sincere wish for 1945 that it will bring Victory to our great country and Health and Happiness to everyone.

FULTON LEWIS, jr.,
heard on 240 stations with over 130 sponsors, is available for sponsorship in your city. Call, wire or write
WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

Purely PROGRAMS

TO ENCOURAGE participation in postwar community planning, series of six quarter-hour broadcasts under title *Destination—Tomorrow* were started on KNX Hollywood on Dec. 16. Dramatizing existing conditions in Los Angeles area with reference to the postwar future and broadcast weekly, programs are under supervision of Gwendolyn Peacher, station educational director.

* * *

High School Quiz

HIGH SCHOOL quiz program *Young America Answers* has returned to the air on WBBM Chicago, heard Saturday. Show features two Chicago high schools competing each week with three contestants, chosen from social study classes who are quizzed on a broad range of subjects. Three teachers from schools not competing on the broadcast act as judges. War stamps are awarded winning teams. Show is presented in cooperation with the Radio Council of the Chicago Board of Education.

* * *

Canada Hit Parade

CANADIAN Hit Parade, based on listener preference, has been started by CKEY Toronto as a daily half-hour noontime program *Pick the Hits*. A tabulation is made of all letters received and one of the letters is drawn daily for a $5 prize if the letter contains the correct order of popularity of three tunes announced the previous day. If no winner, the money is added to the next day's prize.

* * *

Civic Problems

WIP Philadelphia, on Jan. 8, will begin a new series of programs in cooperation with the Committee for Economic Development in Philadelphia. Series will be a forum discussion on current as well as postwar civic and economic Philadelphia problems. Moderator will be a businessman, and participants will be drawn from the ranks of the city's civic leaders.

* * *

Minn. State Series

TITLED *The March of Minnesota*, a series of programs is being produced by Harold McGee, one of the originators of the *American School of the Air*, with scripts written by Phil Gelb, former CBS Hollywood staff writer, for broadcast over a dozen Minnesota stations starting in mid-February. Series will deal with postwar problems faced by the citizens of Minnesota.

* * *

'Stagecast'

SATURDAY evening half-hour program now broadcast by WADC Akron from the stage of a local theatre, is titled *Stagecast*, featuring a newscast, with world map projected on screen for reference; professional guest talent; audience quiz and an introduction of amateurs selected from the audience.

* * *

Talent Series

LOCAL TALENT has opportunity to enter radio through *The KLZ Workshop Players*, new experimental series started by the Denver station. Program will serve as testing lab for writers and directors in addition to actors.

WJR School Series

DETROIT public schools wanted to add art students to the list of social science, history and other groups who have been tuning school radios to WJR Detroit, so through Mark Haas, educational director of WJR, the schools began periodic airing of a program devoted to one of the famous paintings on display at the Institute of Arts. WJR furnishes 5,000 reproductions for the students.

* * *

Opera Series

TO CREATE interest and understanding of performances at the Metropolitan Opera House, WQXR New York presents a weekly 55-minute program combining commentary on scores, artists, scenes and composers with musical illustrations. Series is under the auspices of the Metropolitan Opera Guild.

* * *

KDYL GI Show

SERVICEMEN and women are given a chance to discuss their postwar plans on *GI Java Time*, new program heard Sunday 11:15 a.m. over KDYL Salt Lake City from the local USO. Each individual interviewed receives complimentary tickets to a local theatre from Arthur Frank Clothing Store, sponsor of the program.

* * *

Events in Music

MUSICAL EVENTS of note, such as the debut of a great artist or the premier of a composition, are celebrated on the date of occurence in *It Happened Then*, weekly 25-minute series on WLIB Brooklyn. Recorded music illustrates historical background and color anecdotes.

* * *

School Talent on KVOS

NEW half-hour sustaining musical program heard twice weekly on KVOS Bellingham, Wash. features live talent from the 21 high schools in the area. Consisting of solos, choral groups, instrumental groups and bands, program has won the praise of the State Department of Education.

* * *

WWL Aid

INTERVIEWS with GI's who have seen action on the battlefronts are a feature of the participation of WWL New Orleans with the Young Men's Business Club in promoting 25,000 free tickets to service men and women for the Sugar Bowl Game on New Year's Day.

KTFI
TWIN FALLS · IDAHO

Creative Assignment for New Item B-29 "Super-Forts"

CAUSES TEMPORARY SLOW-UP

ON FILLING ORDERS FOR MICROPHONE BOOMS

ADAPTERS *Any of your microphones can be attached easily to this Boom without purchasing additional fittings. No tools are necessary because all the adapters are threaded in order that they can be screwed together. The fitting attached to the clevis on the end of the boom fits a 5/8 x 24 thread which is the thread for all W. E. Microphones. An adapter for microphones using 1/2 inch thread; one for 3/8 x 27; and a hook complete the adapters normally supplied.*

CASTINGS *All castings, except base and counterweight (cast iron), are strong aluminum alloy, Alumilited.*

TUBING *All tubing 18 gauge aluminum alloy finished by the Alumilite Process — a hard, oxide coating.*

HANDWHEELS *All hand wheels are knurled and polished aluminum alloy, 2 1/2 inches in diameter. Operated easily. Will turn without muscle strain or injury to your hands.*

CASTERS *Three inch double ball bearing, rubber tired Darnell Casters.*

COLOR *All castings platinum gray. Baked enamel.*

GUARANTEE *Workmanship and materials fully guaranteed.*

EVER since our recent announcement that George A. Starbird Microphone Booms again were available to qualified buyers, we've been swamped with orders. And for quite a while . . . until the orders started coming too hot and too heavy . . . we were satisfied that we would meet our commitments to all those fine Graybar customers without too long delay.

But then, on top of our already crowded schedule of Government war contracts, we were handed the job of designing and manufacturing an extremely critical item for the B-29 "Superfortress" . . . which of course must come first. The result is that our face is slightly crimson, but the manufacture of microphone booms in our plant is being adjusted to this war-time condition, and we expect to resume our shipments of microphone booms within the next thirty days.

Distributed by GraybaR ELECTRIC COMPANY

See your Graybar representative for descriptive folder and details on priority requirements.

GEORGE A. STARBIRD MICROPHONE BOOMS

950 NORTH HIGHLAND AVENUE, LOS ANGELES 38, CALIFORNIA

Radio Ready to Make 25th Year Success

Increased Revenue, Better Service Foreseen

(*Continued from page* 14)

vertising had not developed into the major source of station income which some broadcasters had anticipated when it first entered radio in 1943. WINS reported Todd Shipyards and Wright Aeronautical Corp. as regular users of time for recruiting workers and Edo Aircraft Corp. as a newcomer. Of other stations mentioning this type of business, WMCA has two help-wanted programs daily and WQXR reported a few campaigns by stores seeking workers, adding that it has not solicited this advertising. WLIB, recently acquired by the *New York Post*, stated that it considers this "a black-and-white function" and is not accepting any more accounts in that field.

WLIB also expressed the feeling that other advertisers, particularly in the retail field, will revert to newspapers when the war is over, a view that was not shared by other stations, which agreed that although much of this advertising came to radio because of a shortage of space, the results obtained would insure radio a part of the retail budget in postwar years. WMCA reported that its current clients include 21 major retail accounts, including two notably reluctant to enter radio. WHOM, now a Cowles station, anticipates greater gains in advertising from retail department, clothing and furniture stores in 1945, to be broadcast in English, Italian and Polish.

Appliances Next Item

A striking example of the growth of motion picture advertising was given by WNEW, reporting that in 1940 its revenue from this kind of advertising totaled approximately $25,000. In 1941 it was $50,000; in 1942, $75,000; 1943, $150,000; and probably $225,000 for 1944. Without citing figures, other stations mentioned the increases in movie advertising as an outstanding development of recent years. Broadway theatres increased their use of radio to advertise their dramatic, comedy and musical productions, the New York stations reported, along with increased advertising by restaurants and other places of public entertainment. Maybe these should be classed with the advertising of perfumes, jewelry, furs and similar luxury items, which increased their use of radio during the year, particularly on WQXR, whose concentration on classical and semiclassical music puts it in a special advertising category.

WHN reported that food advertising has been unusually heavy in 1944, linking it with motion pictures as showing the most increase. Looking ahead, WHN WNEW WQXR and WLIB all mentioned household appliance advertising as the radio development of 1945, to begin as soon as civilian manufacture is permitted, probably shortly after the end of the European War.

Asked about rates, New York broadcasters generally agreed that the increase in listening in that city as shown by the various audience measurement services has not been large enough to warrant any general boosting of rates. They also agreed that the influx of new business had resulted in less selling below card rates and less acceptance of cost-per-inquiry deals.

More Listening

WHOM foresees a steady decrease in the importance of foreign language radio after the war, pointing out that by 1950 the drastic wartime reduction in immigration will have cut down substantially the number of people who cannot understand English. WOV plans no decrease in foreign language programs for the duration, emphasizing what it considers a wartime service to the large Italian-American population in the metropolitan area. Foods and wines were the heaviest advertisers in the foreign language field last year.

Postwar planning, scarcely mentioned a year ago, is now in full swing at most advertising agencies, which reported that radio is playing at least as large a part in those plans as in present appropriations. Some of the plans may be put into action this year; others probably not until the end of the Japanese War.

This roundup of New York facts and opinions would not be complete without mention of used car advertising which was responsible for a lot of time sales in 1943 but which disappeared almost completely following the establishment of Government price ceilings early in 1944.

Sees Export Boom

EXPORT advertisers will spend about $65,000,000 annually in press and radio after the war out of an estimate dtotal advertising outlay of $100,000,000, according to a survey by Joshua B. Powers which accompanies the November monthly bulletin of the Export Advertising Assn., the trade group. Mr. Powers is president of the foreign publishers representatives firm bearing his name.

CHICAGO

By FLORENCE SMALL

FORECAST for the 1945 radio picture is a glowing one, according to opinions gathered from agency, sponsor, network, representative and station leaders in Chicago. It is a picture which has maintained its glitter throughout 1944 as far as advertising business is concerned. General consensus among industry members is that business will maintain its present level, that of full capacity throughout the coming year.

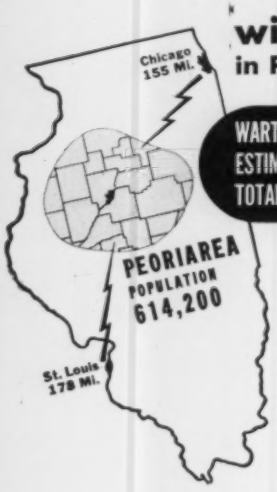
It was pointed out by one station representative that due to difficulty of time clearance on major stations in major markets a volume of "overflow" business has been gained by secondary stations and markets. More than one rep expressed the view that smaller stations would get a bigger play than ever in the coming year.

On the other hand, Frank P. Schreiber, WGN general manager, predicted that more sponsors would participate in cooperative shows on the networks. Mr. Schreiber maintained that "1945 will be a bigger radio year" and that FM will start to spread its wings.

H. Leslie Atlass, CBS central division vice-president, indicated that radio's total revenue will increase and that radio will go all out to "get the war over".

Networks are aiming for better listening through better programming, according to E. R. Borroff, vice-president of the Blue central division. He disclosed that network business has reached a saturation point, therefore it is a good time

War-time Buying Power will drop only 2½% in Postwar Peoriarea



WARTIME INDUSTRIAL EMPLOYMENT	39,000
ESTIMATED PEACETIME REDUCTION	1,000
TOTAL PEACETIME INDUSTRIAL EMPLOYMENT	38,000

Because Peoriarea industries are now manufacturing their regular peacetime products for war purposes, there will be no re-conversion problem here. As proof of this, a Peoria survey by the Committee for Economic Development shows that ". . . only 1,000 industrial workers will be dropped from a wartime high of 39,000—thus continuing the prosperity of the district . . ."

This means, first, that in the Peoriarea you have a potent buying population of over 600,000, the same market that is today proving so profitable to hundreds of national advertisers. Secondly, it means there will be no lag between war production and peacetime production. The same machinery, facilities and men will be used to turn out the products to meet the built-up consumer needs.

SURVEYS PROVE PEORIANS HAVE THE WMBD HABIT

Surveys prove that the one way to dominate this important Peoriarea market is through WMBD. Hooper and Conlan have continually shown that WMBD reaches all of the buying groups with a coverage "tune-in" of 56.3% (Conlan, 1944). Write for proof of how you can reach the Peoriarea market through WMBD.

WMBD

FREE & PETERS, Inc.
National Representatives

Complete Coverage of PEORIAREA
A Good Market now . . .
a better market when the war is won!

to aim for better programming and greater listening value. Recent elimination of chain breaks on WENR Chicago from 7-9 p.m. (CWT) was a step in that direction. Radio advertising will sustain its present level in 1945 and "I look for no recession", Mr. Boroff asserted. As for FM, he said, "it appears to be a fine technique and we're all for it."

Sponsors who are spending money that would otherwise go into the excess profits tax, may be replaced by manufacturers of new products who are anxious to use the medium just as soon as they receive Government go-ahead signals, some agency men said.

Television Not Ready?

Many clients are ready to spend more money radio-wise, R. A. Sorensen, owner of Sorensen & Co., declared, but are holding back because of labor and basic materials shortage. When asked about the television prospects for the new year, Mr. Sorensen related that after looking into television pretty deeply—he believes that it is commercially unfeasible in the near future and that "audiences are just not ready for it".

Other agency executives opined that the commercial future of television next year would be stymied because of the lack of large audiences due to the limited number of sets. Executives feel that since such sets will not be available until postwar days, the audience remains status quo. However, one agency official disagreed with this point of view and declared that this was the time to get in on the ground floor and that both sponsors and agencies would benefit from the experience.

Harry C. Kopf, vice-president and general manager of NBC central division, said "the astute planning and clear thinking on the part of advertisers, their advertising agencies and the broadcasting industry in the preparations for the job that must be done in 1945 and the postwar years is a real challenge to all of us. The job we do—no matter how well done—will be relatively unimportant compared to the splendid courage and sacrifice of American fighting men all over the world and the help we must give them to finish the task and get back home safely.

Foundation for Future

"We have at this time a very definite obligation to our men in service," he continued. "We must provide now a foundation of clear thinking and planning that will make for a strong structure in 1945 and the following postwar years, to give our men the kind of social and economic life they will expect upon returning home. It is with this thought in mind that we are looking toward the new year."

Asserting that the "broadcast advertising outlook in 1945 is most encouraging," Mr. Kopf, emphasized that NBC clients are "manufacturers of merchandise for sale at retail, and although many of them have been restricted in production, not a single one reduced its advertising expenditures in 1944 nor its proposed budget for 1945."

NBC had more prospective network advertisers as of Jan. 1, 1945, than in any previous year, according to Mr. Kopf. That is not due primarily to the shortages in other media, but rather to the confidence with which advertisers and their agencies regard network radio, he declared.

"Available time periods are scarce," said Mr. Kopf. "During the first quarter of 1945, we expect to announce at least three new network programs in periods which are now open. Both late-evening and early-morning periods, the value of which heretofore has been regarded by some advertisers as doubtful, have recently proved themselves to be sleepers and are now being given consideration. We enter 1945 with a feeling of confidence that the spot and local business for the year will exceed that of our record-breaking figures of 1944."

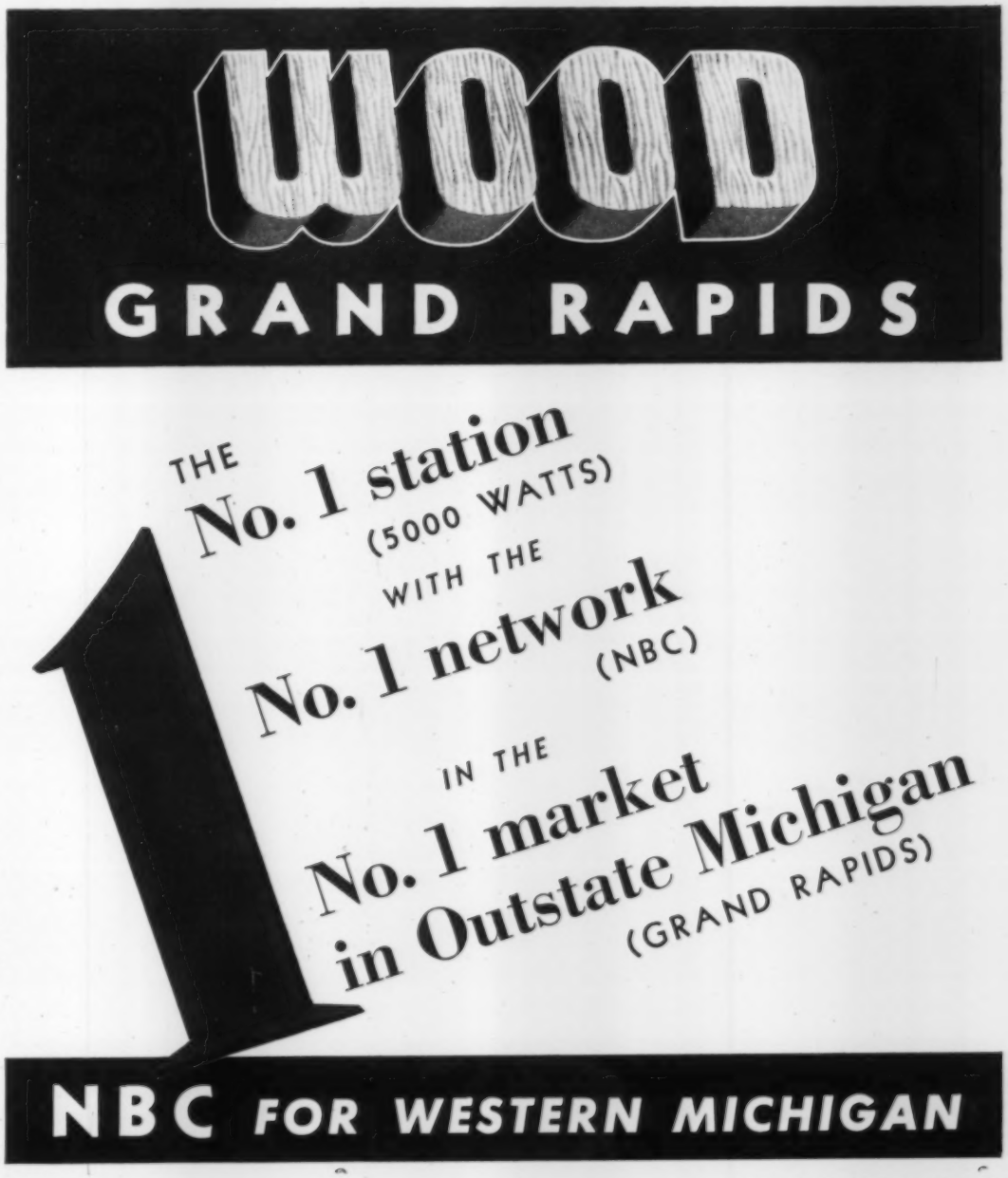
As for FM, it is not a new service, according to Mr. Kopf, but an improvement over sound broadcasting of today. It permits a better quality of sound to be transmitted, free from static. It will be a

OWI PACKET, WEEK JAN. 22

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 22. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Join a Car Pool	X	--	--	--	--	--	--
The Job Ahead—Japan	X	--	X	--	X	--	--
Army Nurses	--	X	--	X	--	--	--
Keep Food Prices Down	--	X	--	X	--	--	--
War Bonds	X	--	--	--	--	--	--
Stop Wartime Accidents	--	--	--	--	--	X	X

See OWI Schedule of War Message 144 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.



. . WHEN YOU GO WEST OF CHICAGO

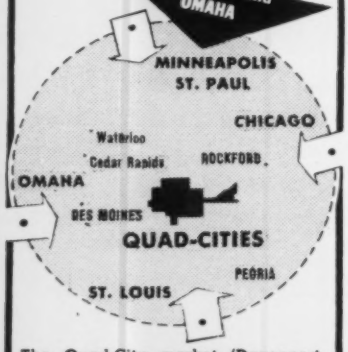
STOP

IN THE

QUAD Cities

MORE RETAIL BUYERS than in any MARKET*

Between *MINNEAPOLIS and ST. LOUIS * CHICAGO and OMAHA



The Quad-City market (Davenport-Bettendorf, Rock Island, Moline, and East Moline-Silvis) includes the largest concentration of retail buyers between Chicago and Omaha, and between Minneapolis-St. Paul and St. Louis. According to Hooper '43 and '44 surveys, this market of over 200,000 urban people is delivered ONLY by-

WOC

DAVENPORT, IOWA

FREE & PETERS, INC., NATL. REPRESENTATIVES

BASIC BLUE • 5,000 WATTS • 1420 Kc.

gradual process of change-over, and there will be no wholesale dumping of present receivers. After the war most of the better grade new receivers will be equipped to receive both standard and FM programs, he added.

Mr. Kopf sees in television a tremendous force in the field of mass communication, pointing out that no other medium can combine so many features to attract and hold an audience.

NBC has been televising for the past five years, Mr. Kopf recalled. Although the new medium will present many problems after the war, he predicted it would rank as one of the foremost industries in the creation of jobs for thousands.

Sponsors as a whole indicated that they would maintain their 1944 radio schedules through '45. An executive of the Pepsodent Co., Chicago, said that his firm would use the same maximum amount of stations as it now uses and that Pepsodent would maintain its present radio schedule including the *Bob Hope* show.

A member of the Walgreen Co., Chicago, stated that the firm's radio plans would continue along the same lines as in the past year.

LOS ANGELES

By DAVID GLICKMAN

IF THE PAST 12 months are a criterion from a business standpoint, West Coast radio can expect 1945 to be its banner year. A year-end check of the books reveals network and individual stations coastwise as setting an all-time high with 1944 figures.

Business on hand, which in many cases will carry through 1945, points to a new industry revenue record. Many western stations, those in metropolitan areas as well as secondary markets, already have hung up the SRO sign for the first quarter of the new year. Nor do prospects taper off for the remaining months.

Despite the war, and its attendant hazards, network executives and those from independent stations and advertising agencies as well as station representatives contacted by the Hollywood bureau of BROADCASTING line up solidly in belief that there will be no lagging. The coastwise radio picture is most healthy, the trend is up and the only problem is time availability.

Some Doubtful

Contrary view was expressed by a few who believe that the "honeymoon is over", and by late summer many a Pacific Coast station will have to hustle after new business. Others tempered opinions with "ifs and buts" and cautioned against too much optimism. One station representative during off-the-record conversation revealed the revamping and cut-down of some 45 spot schedules currently under way for 1945. Although the West Coast is a seller's market, with business easy to get, warning was sounded that radio, now fat and sassy, must prepare for those "lean and hungry days" that will follow, with one major Southern California station operator cautioning that it "might come in late 1945".

End of European hostilities will have no immediate material effect on the western states. With major sea coast cities as points of embarkation for the Japanese war theatre, the Pacific strip will continue to maintain its importance as a military and naval center. As emphasis shifts to the Pacific conflict, output of western states' defense industry will be accelerated.

Population shifts which took place in the first two years of war have saturated western markets with war workers. Survey revealed an estimated population of 11 million people in the three Pacific states in late 1943. This figure has substantially grown during the past year. Nor does this include military camp and naval base population. Approximately 75% of this new civilian population attracted to coastwise states by war industry jobs will remain, it is authoritatively stated.

Many advertising agencies headquartered in New York and Chicago have established San Francisco or Los Angeles branch offices the past couple of years. Latest to join the ranks is Abbott Kimball Co., New York agency, which recently opened Los Angeles offices to service Colonial Dames Corp. (cosmetics) and other West Coast orig-

1944 PROVES BOOM YEAR AT WOR

New Business Sales Greater Than in Any Year

Top 1943 All-Time High of 313 by 62

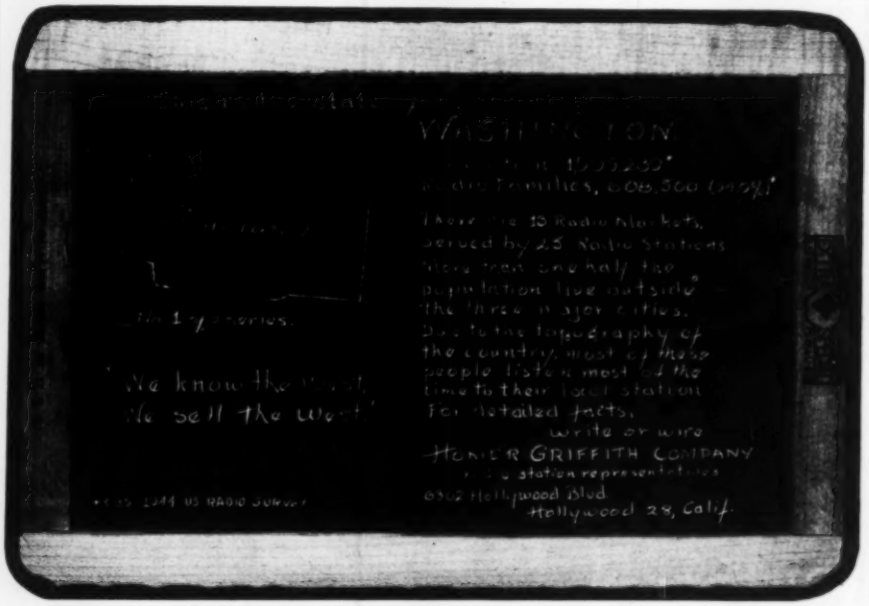
FACTS and figures submitted to BROADCASTING by WOR New York in advance of complete year-end tallies, indicate, as expected, a boom year.

In six categories, topped by amusements, new business sales more than doubled the number of accounts in each classification in 1943. Amusements accounted for 102 new business sales; clothing 23; publications 22; household equipment and supplies 18; department stores 9; and a new classification—public and labor relations (including help-wanted advertising), 17 new sales.

Number of new business sales was greater than for any other year in WOR's history. For the 1944 period ending Dec. 15, the station made 375 new sales, compared to last year's all-time high of 313 sales.

Renewal records in 1944 also set a new high; four out of every five dollars of sales came from renewals, a jump from 60% to 80% of total sales revenue from eight years ago when the proportion was three out of every five dollars.

A number of accounts that had been "war casualties" — schools, radio set manufacturers, office equipment manufacturers — were back in the picture in 1944. Food was again the heaviest advertiser and accounted for 71 new sales.



inating accounts. Campbell-Ewald Co. recently re-established Pacific Coast headquarters in Los Angeles. There have been expansions by strictly Pacific Coast agencies, too.

Because of this great buying power on the West Coast, agency timebuyers and account executives emphatically declare that there will be no clipping of adverising budgets. Several report increases. While unanimous in reporting that appropriations will be shifted to fit needs, they opined that radio in many instances, providing time is available, will get the biggest share.

Many Turn to Radio

In many cases advertisers have no products to sell, but they are keeping trade and firm names before the public. Other well-established West Coast firms have new commodities to offer the consumer and although strictly publication advertisers in the past, they will turn to radio for the first time in 1945.

Some placement will be on short term basis, not surprising in view of the feverish state of the general business mind. General inclination at the moment tends to a shorter view into the future. War reversals are being taken in considerations by sponsors and agency executives. Advertisers, it was pointed out, in taking a realistic view, are reclassifying appropriations to fit the times.

Continued paper shortage will force more and more black and white advertisers into radio to keep their names alive. On the other hand, agency executives warned, many an old-time radio account, preempted by war-born advertisers, objecting to the "shoving around", will eventually go back to black and white and are now examining other media.

Postwar planning on the West Coast will have to be geared to postwar marketing conditions, according to agency executives on major accounts. Postwar new products, in the opinion of many, will follow the prewar radio advertising pattern with certain refinements and modifications to meet the needs of the day. General concensus is that the West Coast will follow lead of the eastern seaboard in postwar plans.

National Accounts Up

It was pointed out that California will see a tremendous influx of new type products with re-onversion of war plants to peacetime production. Where there were a few national accounts in the Pacific Coast area, there will be many, manufacturers agree. Thus the potential backlog in household furnishings and equipment, due to presence of production plants as well as raw materials, is as big as predicted. With low freight rates inaugurated, radio advertising of these products will be on a sounder basis. It was further emphasized that with packaging and channels of distribution reopened, old line accounts, now off the air, will resume in radio to explore and discover secondary markets.

New accounts will explore the entire field. Some will go in for heavy spot announcement campaigns. Others will use regional and national network time. It was estimated that about 70% of those new accounts which have come into radio since the war's start and because of black and white publication tightening, will continue to include broadcast advertising in budgets during peacetime.

Food products on the West Coast have come in for a heavier use of radio both at the wholesale and distributor end. Packing and canning companies, while not new, have materially increased West Coast schedules. Former obscure operators who have gained consumer acceptance are going all-out in radio promotion. Hunt Bros. Packing Co., as example, utilizing a heavy schedule of Pacific Coast network time, has plans under way to go national, with the Biow Co. servicing that account.

Cleansers Active

Industrial cleansers, too, have pushed to the fore with all soap products remaining well out ahead in a calculation of overall radio. On the whole, they have held their West Coast spots and expanded coverage via regional network. Banking heavily on prestige building programs, finance, insurance and loan accounts as well as investment brokers have plumped for solid institutional type local and regional network programs.

Chain clothiers have taken with increased emphasis to daily newscasts, using 5-15-minute broadcasts on major stations in metropolitan areas. Department stores also are going in for regular program schedules.

Formerly concentrating on class publications, cosmetic concerns, which include oils and other hair preparations among products, are West Coast advertisers whose potentials remain to be explored. A few have gone in for sketchy spot campaigns. Others are now investigating radio. With solving of packaging and distribution problems they will be ready for concerted advertising. Long a radio holdout, Max Factor & Co., Hollywood (cosmetics), on Jan. 3 started sponsoring the *Frank Sinatra Show* on CBS stations, Wednesday, 9-9:30 p.m. (EWT) [BROADCASTING, Dec. 25].

Petroleum companies continue to be heavy users of West Coast regional radio despite gasoline shortage and threat of more stringent cuts to come. Schedules include spot announcements as well as newscasts and other type quarter-hour broadcasts. Hollywood film studios, too, have become consistent radio timebuyers. They are successfully

Sack Sponsor

A SPONSOR has appeared on the Armed Forces Network in the European Theatre. The firm is the "Oh My Aching Back Sack Co."; program is *Listen Characters*, "fathered" by Lt. Col. John S. Hayes, former assistant director of program operations for WOR - Mutual. Writer is Alan Surgal, who was a radio writer in Chicago and New York. Producer is Vic Knight, formerly producer of the Eddie Cantor, Bob Crosby and Kate Smith programs. A sack in Army vernacular is a bed, and listener response is terrific.

TO ADVERTISERS WHO ARE LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

WIS

COLUMBIA SOUTH CAROLINA

5000 WATTS • 560 KC

FREE & PETERS, Inc., National Representatives

NO USE MAKING EYES AT GOO GOO (Ky.)!

Goo Goo is an honest-to-goodness listed town somewhere in Kentucky! Just exactly where Goo Goo is, we couldn't say. Because frankly we at WAVE don't make eyes at such backwoods belles. Not while we have the ear of the *Louisville Trading Area*, whose concentrated charms include more purchasing power than the rest of the whole State—Goo Goo and all! Shall we send you the rest of the facts?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

using quarter-hour local programs, participations and spot announcements nationally to plug current motion pictures.

Used car dealers remain important users of radio time in the western area, directing sales copy to both buyer and seller. Going down the list we find flour, cereals and beverages have maintained a consistently healthy schedule this past year. From contracts on hand this will continue through 1945.

Long-Term Schedules

With manpower shortage continuing, hundreds of Pacific Coast war plants and other firms as well, remain consistent spot users to put across their "help wanted" appeals.

There is a predominance of long-term regional spot and network contracts, with advertisers seeking to insure their positions in a medium whose availability has almost diminished. With network time at premium, more and more spot radio will be used. Announcements are being fitted into the schedule where they may.

Irritated Los Angeles agency timebuyers and station representatives strongly opined that common sense will dictate use of transcribed spots, bizarre or not.

Sponsors as a whole, cooperating in the better radio movement, will be more careful as to type of station breaks and announcements offered, but that those which are good and fit products advertised will continue to be used, was the unanimous thought. Generally speaking station managers are not using transcribed spots out of harmony with adjacent programs, the reps declared.

Advertisers are seeking broader and broader coverage. Network coverage in many instances has been enlarged to meet advertising demands. Although a majority of national advertisers make their plans and decisions in New York or Chicago, agency executives concede that Hollywood continues to dominate as the originating point of network commercials. They all want "name" shows and by all odds these major buyers of talent and network time will continue to find Hollywood's highly exploited entertainment resources a rich advertising asset despite costs.

Talent prices have skyrocketed during the past couple of years, but Hollywood advertising agency executives are reluctantly reconciled to the fact that a good name variety show comes high today. A good example is the new *Andrews Sisters Show* which started Dec. 31 on Blue stations. Talent alone for this weekly program is reputed to cost Nash-Kelvinator Corp. around $16,000. Quite a number of the big-rating shows on the air over a period of years have increased their talent budgets. Shows that once sold for $10,000 per week have been boosted to $15,000. *Jack Benny Show* is said to cost American Tobacco Co. a cold $25,000 per week.

West Coasters see no immediate change in the sponsor-waiting-in-line-at-the-station door situation under threat of FM or television outlets, since to constitute a threat, manufacturers of receivers would have to be a reality. That to most is pegged off somewhere in the future, at least beyond bounds of the coming year. Transmitters as well as receivers must precede any reception, and although agency executives and sponsors are thinking along lines of FM and television, they are pigeon-holing ideas for the immediate future.

GATHERED following their weekly meeting are the staff members of WJW, new Cleveland outlet (seated l to r): C. E. Siegwarth, merchandise sales division; Wm. O'Neil, president of WJW; W. J. Sylvester, sales director. Standing are (l to r): John Simpson, Adelbert Fink, and Oliver Miller, merchandise sales division salesmen. The merchandise sales division was organized six months ago as a non-profit organization to serve manufacturers in Northeastern Ohio. It is intended to round-out merchandising and selling at a reasonable cost by securing initial distribution of products or supplementary distribution in many areas.

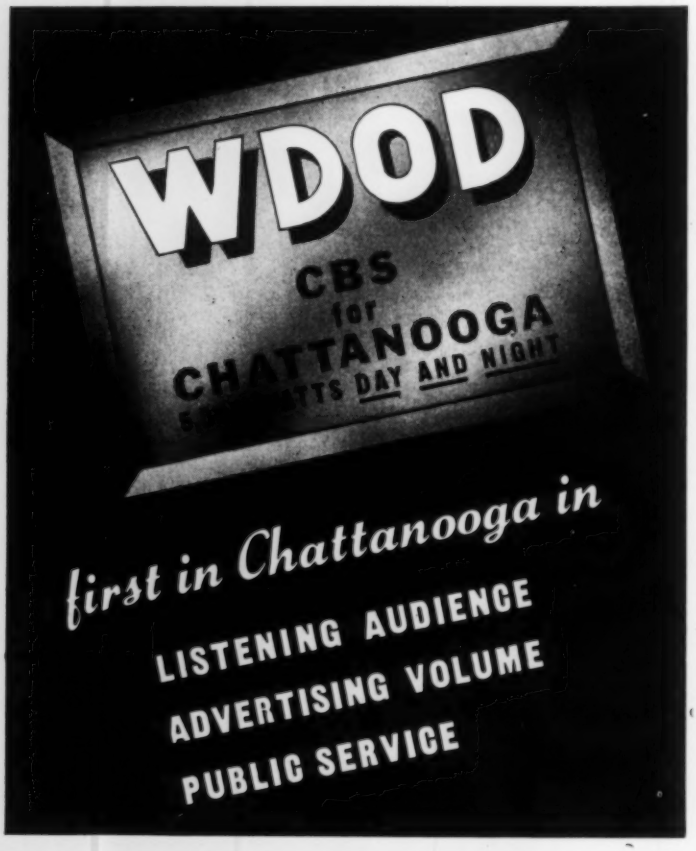
SAN FRANCISCO

By EDWARD MURPHY

STATION owners and executives here are not idle about postwar plans should peace come this year, the next, or the next, and a large percentage of them already know exactly in what direction they will strike out when the war ends. While picking their spots for the future, they are not heedless of the present. Biggest headache, they say, is keeping equipment in repair, and replacements are hard to get.

While it is true that manufacturers have not been able to supply much equipment, operators generally are not concerned with a breakdown as they say there is enough on hand in warehouses to go around. Nevertheless, some say the pinch of parts and supplies is growing tighter, as equipment in service grows older.

But aside from the various headaches, those who run the net outlets and independents are given



Bell Telephone Building, Montreal, P.Q.

NUMBER, PLEASE . . .

The right number of people listening to your radio program is the measure of sales success. Quebec Province is a live market of 3½ million people who listen to their radios more than in any other part of Canada. You can attract many loyal buyers to your products if you give them the radio program which is especially built to their preferences—adaptations of English programs rarely succeed in this Province. Our business is that of building and producing radio programs which get results, because we understand Quebec. Let us help YOU.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

to looking back on 1944 as the year of happy dollars with a strong possibility that the bell at the top of the cash register will ring loud and long again in 1945.

San Francisco, which is now the news hub on the Pacific Coast for reports from the Far East, is sitting pretty if such a thing as global radio advertising develops. The demand for American programs among English speaking people in the Pacific area is being built through OWI shortwave broadcasts. These shows are aimed at U. S. soldiers and sailors but you can't stop anyone from listening to a good thing on the air. This means American advertising on a global scale.

The western market looks good. There is every indication here that production of certain consumer products will be permitted this year by the government agency appointed to handle the facet of wartime living. This means local advertising. It means, also, that the four big networks, as well as the bigger and smaller independents, justify their existence to timebuyers beyond putting out a time signal or a station break or even a singing commercial into the territory they are supposed to serve.

Home Building

During the past year there has been a notable falling off in live production — a situation created mainly by the shortage of manpower. In the past 12 months the stations have resorted to records and transcriptions well mixed with news. The bigger stations mixed this formula with net commercials and sustainings to build an acceptable broadcast day. The smaller outlets just filled in the hours and did their best to make spot announcements palatable.

Station owners also have ideas which have to do with plans to get in on the ground floor by getting ready for new postwar advertisers. In this field, they have decided that some of the most potent advertisers after the war will be companies selling new homes. After the war people will be eager to build new homes here and around the Bay area. A great number of persons now engaged in war work say they will stay on provided they have a place to live. People will be looking for builders to tell them what is on the market, and radio can do that pointing out.

There is another school of thought. The swollen population of this area will continue to attract the attention of food advertisers and others who have merchandise to sell.

All of this outlook, however, depends on the end of the war. When the war is over, other sections of the country will be definitely convinced that the radio industry here hasn't been napping. In fact, many of its leaders have lost sleep in planning for the postwar era.

Philip Morris Replaces

PHILIP MORRIS & Co., New York, will replace *It Pays To Be Ignorant* on 122 CBS stations, Fri. 9-9:30 p.m., following the Jan. 26 broadcast, with a new program, still to be selected. Cigarette company currently has two CBS programs and one show on the Blue. Agency is Biow Co., New York.

CANADA

By JAMES MONTAGNES

CANADIAN stations have enjoyed their best year in the fifth of Canada's war, and prospects are that 1945 will bring still more advertising revenue. Opinion of station managers, station reps, network officials and agency executives in Toronto (where most national advertising is placed) points to more advertisers using more networks with better quality shows in the coming year. Advertisers who have been off the air for some years due to the war are starting to come back, and others who have not been on the air in Canada to any extent in the past are now talking national network programs.

New Developments

Various developments of 1944 favor more network use in the Dominion. First is the fact that the Dominion now has two national networks extending from the Atlantic to the Pacific, and that the French network, primarily in Quebec province, may be split into two chains to give alternative listening advantages. All networks are under control of the Government-owned Canadian Broadcasting Corp., and all programs must meet standards set up by the CBC.

Incidentally, Canada is not affected by the recent decision of individual stations to limit certain types of announcements and station breaks, for under CBC regulations such material may not go on the air, and the Canadian Assn. of Broadcasters has a committee composed of station men and advertisers making recommendations continually to all stations on "good taste" on the air.

A second reason for increased network use in Canada is the recent ruling of the Canadian Dept. of National Revenue, that practically all transcriptions are subject to an 8% sales tax on the cost of production, which includes also the artists, directors, producers, as well as the technical cost of production. Such transcribed programs now being produced in Canada are being done with the least number of artists, to keep costs down. In addition there is the new tax of the American Federation of Musicians. Users of transcriptions are now turning to networks, and the larger advertising agencies point out that the bulk of their business is now in network programs. Many of these agencies make their own productions, whether live or recorded, and are subject to the 8% sales tax on transcriptions as any transcription company.

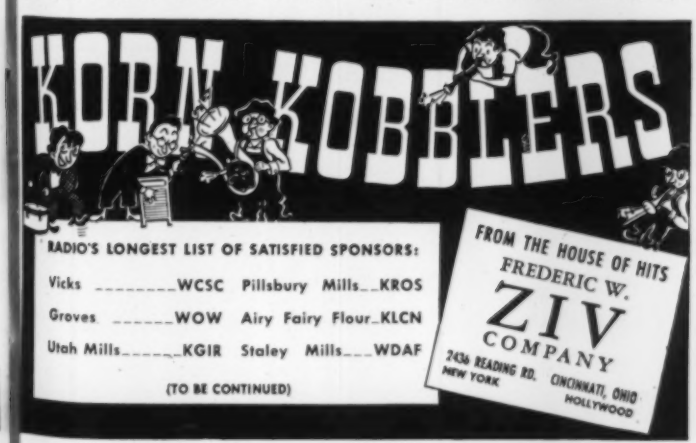
More American network programs are being piped into Canada to join Canadian networks or individual stations. A number of big name programs including the CBS *Kate Smith Hour*, and NBC *Contented Hour* are starting in Canada early in January, and others are under tentative option to begin during the first month of the year. More U. S. and Canadian advertisers have plans to start network shows during the first quarter of the year.

That some advertisers, who have

Introducing Four Stations in Four States under the management of "The Friendly Group". Extending you a friendly hand for more business from these thriving communities.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.

WSTV	STEUBENVILLE, O. JOHN LAUX, MGR. MUTUAL	WFPG	ATLANTIC CITY, N. J. EDDIE KOHN, MGR. BLUE NETWORK
WJPA	WASHINGTON, PA. JOHNNY CROFT, MGR. INDEPENDENT	WKNY	KINGSTON, N. Y. LOU STEKETEE, MGR. MUTUAL



St. Louis
HOTEL MAYFAIR
DOWNTOWN ST. LOUIS
AT YOUR DOORSTEP

been off the air are returning with network shows is attributed to re-establishment of the postwar market. Unable to sell merchandise during the war years, and with shelves often barren of their brand-named articles, these manufacturers are now turning to radio to keep their names before the public. Several manufacturers of new products or who have planned new postwar products, are only making inquiries about Canadian radio time, since they cannot sell their products in Canada over the Canadian price ceiling which is based on 1941 prices.

Revenue up 10-15%

It is estimated that commercial revenue of radio stations was up 10-15% in 1944 over 1943. It is expected that 1945 will see about the same rise, although one international agency reports that its 1944 radio placements approximating $400,000 will increase to $700,000 in 1945. (Canadian firms are subject to 100% excess profit tax—20% refundable after the war—on 1936-1939 average profits)

New product advertising is not expected to start until late 1945. Prolongation of the war is expected to have some effect on Canadian stations obtaining new equipment to increase power to 5 kw, for which permits have been given to almost half the Canadian stations, previously limited to 1 kw.

There is no FM or television broadcasting as yet in Canada, only experimental FM licenses having been given to CFRB Toronto and the CBC at Montreal and Toronto. Since there are no television stations or sets yet in Canada, commercial FM or television does not figure in 1945 advertising appropriations. It is not thought likely that either new broadcasting form will be in use in Canada before late 1946. Canadian stations have applied for FM licenses, but CBC policy has not yet been decided as to throwing FM open to private broadcasters, though likely it will be. Television is expected to remain a CBC operation entirely.

RIGHT DOWN on the farm is where WNAX Yankton, S. D. went to show John E. Ridley (second from right) of Sidney, Australia, managing director of the Country Broadcasting Service Ltd. and president of the Australia Federation of Commercial Broadcasting stations, some of the work accomplished by WNAX in serving an 82% rural audience within a far-reaching area. Others in the picture are: Cliff Toddy (seated), WNAX chief engineer, and in the usual order, Emil Rezac, Tabor, S. D.; George B. German, WNAX farm service director; Mr. Ridley; James H. Allen, manager, WNAX promotion department.

Better Programming

Canadian radio is still expanding. Many new stations were authorized during 1944 and other applications are pending. Large as well as small centers have new stations. This strengthens the belief held by most Canadian broadcasters that they need not fear being taken over by the Government, and that private broadcasting will be allowed to grow alongside government-owned stations, with the Government-owned body regulating all broadcasting and controlling network broadcasting.

Higher quality programs are developing in Canada with better trained producers on the job and advertisers being taught that high quality programs pay. There has even been a suggestion by CBC staff men that there should be an interchange of production men between CBC and private stations and networks outside Canada, to improve techniques. A programming development in Toronto at CKEY on blocked programs, with advertisers buying only availabilities, or periods of the blocked programs produced by the station, is expected to have some effect on Canadian broadcasting in the larger centers. The idea has gone over in a big way with advertisers and listener ratings have jumped since the plan went into operation. Other stations are looking into the plan.

Local business in Canada has remained good, with stations reporting increasing demand for spot announcements by local merchants. Live and recorded programs also are being sponsored in increasing volume by local advertisers. This development is forecast to continue through the new year.

While few Canadian radio men will prognosticate past early summer, most are of the opinion that business will be much better during the early part of 1945, and that there will be a scramble for radio time after V-E Day. Network, especially will be sold out completely by that time, it is expected.

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Sturdier . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.
Write or Wire for Complete Information.
ARMY E NAVY
Bonds for VICTORY
Makers of
WINCHARGER FARM ELECTRIC SYSTEMS
WINCO DYNAMOTORS
WINCHARGER VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES
WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA

WROK
ROCKFORD, ILLINOIS
1000 Watts
BLUE Network
METROPOLITAN POPULATION NOW 111,000
WROK is represented by HEADLEY-REED COMPANY

WMPS, WEEU Sale Petitions Granted

Duopoly Transfers Involve Consideration of $560,000

TWO MORE station sales aggregating $560,000 and made necessary under the FCC duopoly regulation (Sec. 3.35) were approved last week by the Commission, with Commissioner C. J. Durr voting for a hearing in each instance. Stations affected are WEEU Reading, Pa., and WMPS Memphis.

In the Reading transaction, control of Berks Broadcasting Co., WEEU licensee, was transferred from Clifford M. Chafey, Harold O Landis, Harry S. Craumer and Raymond A. Gaul, each 25% owners, to George J. Feinberg (75%), Joseph M. Nassau and Milton J. Hinlein (each 12½%) for $210,000, representing 1,000 shares or 100% of the outstanding capital stock. Mr. Nassau, who has been Pennsylvania State Director of Publicity, is the new manager. Mr. Feinberg is a textile manufacturer and Mr. Hinlein is licensee of KDRO Sedalia, Mo.

WMPS to Plough

Memphis Publishing Co. (Scripps-Howard) sold control of Memphis Broadcasting Co., licensee of WMPS, to WMPS Inc., wholly-owned subsidiary of Plough Inc., Memphis pharmaceutical manufacturer, for $350,000. With the two transfers only seven of 29 duopoly actions remain [BROADCASTING, Dec. 25].

Under Plough ownership there will be no personnel changes. Harold R. Krelstein, vice-president of the Memphis Broadcasting Co. and WMPS general manager, has been elected vice-president of the new licensee corporation and continues as general manager. He joined the station in 1939 and subsequently served as commercial manager, acting manager and vice-president and general manager.

With FCC approval of the transfer, Mr. Krelstein announced promotion of Robert N. Hobgood to director of production and promotion. He has been with the station for two years, having formerly served with KFDM Beaumont, Tex.

Hillman Change

HILLMAN PERIODICALS Inc., New York, has shifted its account to Biow Co., New York, and starting with the advertising for the February issue of *Pageant* will replace current spot radio schedule for this magazine with a new radio series, details of which are now being worked out. Original plan was to advertise two or more stations in 25 major markets for two weeks of each month, possibly expanding to 75 stations. [BROADCASTING, Nov. 13].

LaRoche Yule Message Upholds Blue Policies

INTERPRETED as a reply to Columnist Westbrook Pegler's attack on William Gailmore, commentator on WJZ New York, Blue key outlet, and Samuel Novik, president of Electronics Corp. of America and director of the People's Radio Foundation, Chester J. LaRoche, Blue vice-chairman, in a special Christmas message on the network affirmed the Blue's determination to present "the extreme liberal or the extreme conservative viewpoints as long as both are heard".

Following an appeal for greater production effort for the armed forces, Mr. LaRoche said: "The Blue Network will cooperate with our war leaders in making clear what we are up against . . . We will present fearlessly all sides of a problem. Our commentators are allowed to express their own opinions—they need not conform to ours. To help make democracy grow and assume its rightful place in world leadership, we pledge ourselves to use the full power of radio—liberally and progressively and unafraid."

Alta Expanding

ALTA VINEYARD Co., Fresno, Cal., which has acquired additional wineries and is expanding distribution to a national basis, has appointed L. H. Hartman Co., New York, as agency. Spot radio campaign started in mid-December on WCAE Pittsburgh and WCAU Philadelphia will be expanded early this year to the East and to other markets as national distribution is attained in some 20 markets. Products are Alta, Mattei & St. Charles Wines.

Palmer to Agency

FRED A. PALMER, former manager of WCKY Cincinnati, has joined the newly-organized advertising and public relations firm, Stokes, Palmer & Dinerman Inc., Cincinnati, it was announced last week. Mr. Palmer entered radio 17 years ago in Columbus and in 1930 was president and general manager of WBNS in that city, where he broadcast a description of the Ohio Penitentiary fire which won him the distinction of making the number one broadcast of year in a poll of press and radio editors. In 1932 Mr. Palmer served as director of radio for Mumm-Romer-Jaycox Adv., Columbus and a year later organized and became the first president of the Ohio Assn. of Broadcasters. Before coming to WCKY Mr. Palmer was vice-president and general manager of KOY Phoenix.

Mr. Palmer

CKAC Representation

CKAC Montreal has made arrangements regarding their U. S. representation with Joseph Hershey McGillvra Inc. The New York, Chicago and West Coast offices of the McGillvra organization will continue to represent CKAC until Feb. 17, 1945 with the station's option to continue thereafter.

It's a Habit in Baltimore

WCBM

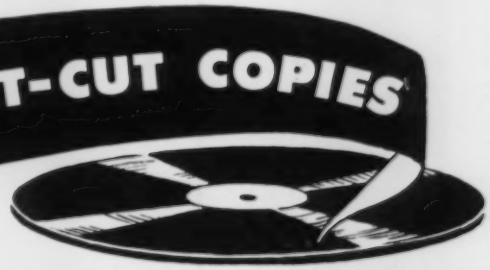
BALTIMORE'S LISTENING HABIT

The Blue Network Station

JOHN ELMER, President — GEO. H. ROEDER, Gen. Manager

FREE & PETERS, Inc.
Exclusive National Representatives

DIRECT-CUT COPIES



OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

CRYSTALS

HOLLISTER CRYSTAL CO.
Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

CALIFORNIA: Long Beach; The Town House, Los Angeles
NEW MEXICO: Albuquerque
OHIO: Dayton-Biltmore in Dayton
TEXAS: Abilene, El Paso, Longview, Lubbock, Plainview
MEXICO: The Palacio Hilton in Chihuahua
C. N. Hilton, President, Hilton Hotels.

5000 WATTS • DAY AND NIGHT

WJW 850

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK

Represented Nationally by John BLAIR & CO.

KXOK

ST. LOUIS, MISSOURI

Network Accounts

All time Eastern Wartime unless indicated

New Business

SALES BUILDERS Inc., Los Angeles (Max Factor cosmetics), on Jan. 3 starts Frank Sinatra on 142 CBS stations Wed. 9-9:30 p.m. Agency: Smith & Drum Co., Los Angeles.

CARNATION Co., Toronto (milk products), on Jan. 8 starts *Contented Hour* on 26 CBC Dominion network stations, Mon. 10-10:30 p.m. Agency: Baker Adv. Agency, Toronto.

WESTERN CANADA Flour Mills Toronto (flour), on Jan. 26 starts dramatic program on 28 CBC Trans-Canada network stations, Fri. 8-8:30 p.m. Agency: A. McKim Ltd., Toronto.

Renewal Accounts

RALSTON PURINA Co., St. Louis (Purina Foods), on Jan. 6 for 52 weeks renews *Grand Ole Opry* on 27 NBC stations Sat. 7:30-8 p.m. (repeat 9-9:30 p.m.). Agency: Gardner Adv., St. Louis.

BRITISH AMERICAN OIL Ltd., Toronto (British American products) on Jan. 4 renews *Fighting Navy* on 27 CBC stations, Thurs. 9:30-10 p.m. and on Jan. 7 renews *Gars de la Marine* on 4 CBC Quebec stations, Sun. 7:30-7:45 p.m. Agency: J. Walter Thompson Co., Toronto.

LEVER BROS. Ltd., Toronto (Rinso) on Jan. 1 renews *Big Sister* on 31 CBC stations, Mon. thru Fri. 12:15-12:30 p.m., and (Sunlight Soap) on Jan. 1 renews *Lucy Linton Stories from Life* on 31 CBC station station, Mon. thru Fri. 11:45 a.m.-12 noon, with repeat to western stations 12:30-12:45 p.m. Agency: Ruthrauff & Ryan, N. Y.

PUREX Co., Los Angeles (bleaching solution), on Dec. 24 renewed for 52 weeks *Rex Miller—News* on 12 Don Lee Pacific, Utah, Arizona stations, Sun. 9:15-9:30 p.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

STANDARD BRANDS Ltd., Montreal (Chase & Sanborn coffee, Tenderleaf tea), on Jan. 7 renews *Edgar Bergen and Charlie McCarthy* on 25 CBC Trans-Canada stations, Sun. 8-8:30 p.m. Agency: J. Walter Thompson Ltd., Montreal.

LEVER BROS. Ltd., Toronto (Lux soap), on Jan. 1 renews *Lux Radio Theatre* on 24 CBC Trans-Canada stations, Mon. 9-10 p.m. Agency: J. Walter Thompson Ltd., Toronto.

UNION OIL Co., Vancouver (gasoline), has renewed *Grand Old Songs* on 5 CBC Dominion western stations, Wed. 11:30-12 midnight. Agency: Stewart-Lovick, Vancouver.

KRAFT CHEESE Co., Toronto (Kraft cheese), on Jan. 4 renews *Kraft Music Hall* on 23 CBC Trans-Canada stations, Thurs. 9-9:30 p.m. Agency: J. Walter Thompson Ltd., Toronto.

QUAKER OATS Co. of Canada, Peterborough, Ont. (Quaker products), on Jan. 5 renews *That Brewster Boy* on 20 CBC Dominion stations, Fri. 9:30-10 p.m. Agency: Spitzer & Mills, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cue dentifrice, Palmolive shave cream), on Jan. 6 renews *Share The Wealth* on 25 CBC Trans-Canada stations, Sat. 8:30-9 p.m. with delay to British Columbia stations 11:30-12 midnight. Agency: Spitzer & Mills, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive soap, Princess soap flakes, Colgate toothpowder), on Jan. 1 renews *The Happy Gang* on 33 CBC Trans-Canada stations, Mon. thru Fri. 1:15-1:45 p.m. Agency: Spitzer & Mills, Toronto.

CARNATION Co., Toronto (milk products), on Jan. 2 renewed *Quarter Hour of Contentment* on four CBC French network stations, Tues. and Thurs. 10:45-11 p.m. Agency: Baker Adv. Agency, Toronto.

CANADA MARCONI Co., Montreal (radio tubes, institutional), on Jan. 7 renewed *L for Lanky* on 29 CBC Trans-Canada network stations, Sun. 7:30-8 p.m. Agency: Cockfield Brown & Co., Toronto.

PEPSODENT Co. of Canada, Toronto (toothpaste), on Jan. 2 renewed *Bob Hope* on 23 CBC Dominion network stations, Tues. 10-10:30 p.m. Agency: Spitzer & Mills, Toronto.

BORDEN Co., Toronto (milk products), on Jan. 4 renewed *Canadian Cavalcade* on 35 CBC Dominion network stations, Thurs. 9:30-10 p.m. Agency: Young & Rubicam, Toronto.

IMPERIAL TOBACCO Co., Montreal (tobacco) on Jan. 4 renewed *Light Up and Listen* on 26 CBC Dominion network stations, Thurs. 10-10:30 p.m. Agency: Whitehall Broadcasting, Montreal.

LEVER BROS., Toronto (Rinso), on Jan. 1 renews *Grande Soeur* on 5 CBC French stations, Mon. thru Fri. 11-11:15 a.m. Agency: Ruthrauff & Ryan, N. Y. Lever Bros. for Sunlight soap on Jan. 1 renews *Vers le Soleil avec Tante Lucy* on 5 CBC French stations, Mon. thru Fri. 1:30-1:45 p.m. Agency: Ruthrauff & Ryan, N. Y.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet products), on Jan. 2 renews *La Min D'Or* on 4 CBC French stations, Tues. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Supersuds, Halo shampoo), on Jan. 1 renews *Les Joyeux Troubadours* on 5 CBC French stations, Mon. thru Fri. 11:30-12 noon. Agency: Spitzer & Mills, Toronto.

LAMONT CORLISS & Co., Toronto (Ponds creams), on Jan. 2 renews *John & Judy* on 26 CBC Trans-Canada stations. Tues. 9-9:30 p.m., and on Jan. 3 renews *Ceux qu'on aime* on CKAC CHRC Wed. 8-8:30 p.m. Agency: J. Walter Thompson Ltd., Toronto.

Network Changes

CUMMER Products Co., Brattleboro, Vt. (Energine), on Jan. 10 discontinues *My Best Girls* on 101 Blue stations, Wed. 8:30-9 p.m. (repeat 11:30-12 midnight). Agency: Young & Rubicam, N. Y.

KNOX Co., Los Angeles (Cystex), on Jan. 14 adds 178 MBS stations to *What's the Name of That Song*, making a total of 249 MBS stations, Sun. 4:30-5 p.m. Agency: Raymond R. Morgan Co., Hollywood.

WALTHAM Watch Co., Waltham, Mass. extends Sumner Wells on 69 MBS stations, Wed. 10-10:15 p.m. from Jan. 3 through Jan. 31. Agency: H. B. Humphrey Co., Boston.

GENERAL CIGAR Co., New York (White Owl Cigars), on Jan. 4 discontinues Henry Gladstone on 67 MBS stations, Mon. and Thursday. 10-10:15 p.m. and on Jan. 7 starts Earl Wilson and Paul Douglas in *White Owl Show* on 249 MBS stations, Sun. 10-10:15 p.m. Agency: J. Walter Thompson Co., N. Y.

EVERSHARP Inc., Chicago, on Jan. 2 starts Hal McIntyre's Orchestra on 165 Blue stations, Tues. 10:30-11 p.m., replacing Milton Berle who moves to CBS. Agency: Biow Co., N. Y.

LEVER BROS., Cambridge (Lipton soap-mix), on Jan. 2 replaces *Burns & Allen* (Swan Soap) with *Inner Sanctum* on 140 CBS stations, Tues. 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

MANHATTAN SOAP Co., New York (Sweetheart Soap), on Jan. 1 shifts *Strange Romance of Evelyn Winters* from Mon. thru Fri. 5:15-5:30 p.m. on 30 CBS stations to Mon. thru Fri. 10:30-10:45 a.m. adding 111 CBS stations, making a total of 141 CBS stations. Agency: Duane Jones Co., N. Y.

GENERAL Foods Corp., New York, (Post's 40% Bran Flakes) on Jan. 5 discontinues *Young Dr. Malone* on 122 CBS stations, Mon. thru Fri. 2:30-2:45 p.m. Agency: Benton & Bowles, N. Y.

GENERAL ELECTRIC Co., Bridgeport (institutional, Electronics Division, GE appliances) on Dec. 31 discontinued Saturday broadcast of *The World Today* on 132 CBS stations, Mon. thru sat. 6:45-6:55 p.m., continuing the Mon. thru Fri. broadcasts. Agencies: BBDO, Maxon Inc., Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Camay soap) on Jan. 8 shifts *Perry Mason* from 46 CBS stations, Mon. thru Fri. 2:45-3 p.m. to 46 CBS stations, Mon. thru Fri. 2:30-2:45 p.m. Agency: Pedlar & Ryan, N. Y.

CARTER PRODUCTS Inc., New York (Arrid), on Jan. 2 adds to Jimmie Fidler on 155 Blue stations, Sun. 9:30-9:45 p.m., transcribed West Coast repeat on 39 Don Lee Pacific stations, Tues. 6:15-6:30 p.m. (PWT). Agency: Small & Seiffer, N. Y.

PHILIP MORRIS & Co., New York (cigarettes) on Jan. 26 discontinues *It Pays to Be Ignorant* on 122 CBS stations, Fri. 9-9:30 p.m. and replaces Feb. 2 with a new program, title undetermined. Agency: Biow Co., N. Y

LARUS & BRO., New York (Chelsea Cigarettes, on Jan. 1 shifts *Musical Autographs* to Mon. 10-10:30 p.m. on about 177 Blue stations from Sat. 10-10:30, at the same time changing title to *Guy Lombardo and His Royal Canadians*. Agency: Warwick & Legler, N. Y.

ELGIN NATIONAL WATCH Co., Chicago, on Jan. 3 shifts *Keep Up with the World* to Wed. 9-9:30 p.m. on about 128 Blue stations from Sun. 10:30-11 p.m. on 128 Blue stations. Agency: J. Walter Thompson Co., Chicago.

OWENS-ILLINOIS Glass Co., Toledo (institutional), on Jan. 4 shifts *Fred Waring Program* to Thurs. 10-10:30 p.m on about 179 Blue stations from Thurs. 7-7:30 p.m. Agency: J. Walter Thompson Co., N. Y.

LOWER CRUST CLUB

Anyone May Join New Iowa Farm Group

A NEW type of club, with no reason given for its existence, has been formed in Des Moines by Herb Plambeck, farm news editor of WHO. Name of the new organization is "Lower Crust of the Biscuit Club", with extremely loose membership requirements. To join, one must be a farm editor or commentator; associated with a farm publication, a farm organization, the department of agriculture or one of its divisions or merely have the price of the weekly lunch. Attendance at one meeting makes one a member. There are no dues and the president is the only officer.

Members thus far include:

Joe Ryan, KRNT farm editor; J. S. Russell, managing editor, *Des Moines Register & Tribune;* A. J. Beckhoff, Farm Security Advisor; O. N. LaFollette, public relations director, Iowa Feed Institute; Mr. Plambeck; Neal Kelley, director of information, National Dairy Council; C. M. Wilson, information director, Iowa Farm Bureau Federation and president of the new club; Otto Weber, Des Moines bureau chief, INS; Bill Diamond, WHO assistant farm editor; Stanley Dixon, commentator of the Cowles stations; Stan Nicols, director of livestock division, Iowa Farm Bureau Federation; Charlie Curtis, *Successful Farming;* Gary Bogand, Des Moines bureau chief of UP; Glen Cunningham, farm editor, *Des Moines Register.*

MAIL POUCH TOBACCO Co., Wheeling, W. Va. (tobacco), on Jan. 17 shifts *David Harding—Counterspy* to Wed. 8:30-9 p.m. on about 169 Blue stations from Mon. 9-9:30 p.m. Agency: Walker & Downing, Pittsburgh

CHARLES E. HIRES Co., Philadelphia (root beer), on Jan. 15 discontinues *Heidi Time for Hires* on 136 Blue stations Mon. 7-7:30 p.m. and on Jan. 24 starts Don Prindle-Wendell Niles program on about 136 Blue stations Wed. 10-10:30 p.m. Agency: N. W. Ayer & Son, N. Y.

LOCKHEED AIRCRAFT Corp., Burbank, Cal. (transportation), on Jan. 3 shifts *The Man Called X* on 182 Blue stations to Sat. 10-10:30 p.m. from Sat. 10:30-11 p.m. Agency: Foote, Cone & Belding, Hollywood.

HASTINGS Mfg. Co., Hastings, Mich. (piston rings, etc.), on Jan. 11 shifts Earl Godwin Thurs. 8-8:15 p.m. on about 175 Blue stations from Fri. 10-10:15 p.m. Agency: Keeling & Co., Indianapolis.

BORDEN Co., New York (milk, ice cream), on Jan. 15 shifts Ed Wynn's *Happy Island* to Mon. 9-9:30 p.m. on about 185 Blue stations from Fri. 7-7:30 p.m. Agency: Young & Rubicam, N. Y.

BRISTOL MYERS Co., New York (Sal hepatica and Vitalis) on Jan. 2 will add 30 Canadian stations to the *Alan Young Show* on 151 Blue stations, Tues. 8:30-9 p.m. (repeat: 11:30 p.m.). Agency: Young & Rubicam, N. Y.

AP

WBCA, Schenectady, N. Y.

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Leonard L. Asch, President

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New York, N.Y.

No New Civilian Sets Possible In Near Future, Ellis Asserts

THE RADIO manufacturing industry was warned last week by Ray C. Ellis, acting director of the WPB Radio & Radar Division, that "there is no possibility in the near future of making any new civilian sets, in view of military demands, and only enough replacement parts and tubes to keep an average of one set in operation in each radio equipped home."

Mr. Ellis called upon the industry to keep "the closest possible contact" with the various Government purchasing agencies. Not only must the industry extend itself to maintain its schedules of delivery," he said, "but it must utilize its sales forces as a means of making its services fully available to the Government."

Lost in Europe

The current German offensive, he declared, is destroying "a great deal of radio equipment which will have to be replaced". Orders for new requirements will be ready soon, he added, necessitating close touch with procurement agencies.

He explained that the agencies formerly placed orders for radio and radar on an almost regular schedule, "but today, with constant changes in requirements, the Government never knows exactly what will be the demands for tomorrow". He advised the industry to "seek new or additional Government orders when plant capacities and facilities permit the manufacture of current and new types of required equipment.

"There are two means of increasing new business", he said: "seeking subcontracts from other prime manufacturers or subcontracting out to other manufacturers parts which cannot be manufactured in the contractor's own plant".

Mr. Ellis' statement, it was learned, was issued to discourage requests on the part of manufacturers applying for permits to produce civilian equipment.

BMB Incorporated

ARTICLES of incorporation for the Broadcast Measurement Bureau were filed last week with the Delaware Secretary of State, with J. Harold Ryan, NAB president; Fred Gamble, AAAA president, and Paul West, ANA president, incorporators. At the same time it was disclosed that the board of directors, heretofore comprised of five members from each of the participating organizations, would be made up of six, making a board of 18. A meeting of the full board, to choose a director, tentatively is slated for the next fortnght.

More Radio Homes Despite War—NAB

Formed Through 'Extra Sets' Given New Families

BEST estimates indicate that there are 33,100,000 radio families in the U. S., as of Jan. 1, according to the NAB research committee, which based its estimate on the Office of Civilian Requirements' survey conducted by the Census Dept. last spring [BROADCASTING, June 5, 12, 1944]. Survey showed that 90% of families in the U. S. own at least one radio. The NAB research committee considered that there has not been a material change in the percentage of radio ownership since the date of the OCR survey.

The 33,100,000 figure indicates that radio has not only maintained but increased its effectiveness as an advertising medium despite the wartime shortages. Total sets were estimated at 59,000,000. Extra sets in homes, places of business and institutions were numbered at 17,150,000, while auto sets accounted for 8,750,00, making the 59,000,000 total when added to the 33,100,000. The research committee estimated that 1,000,000 sets have been retired from use since Jan. 1, 1944. A 250,000 decline in the number of car radios is explained by the decrease in the number of passenger vehicles.

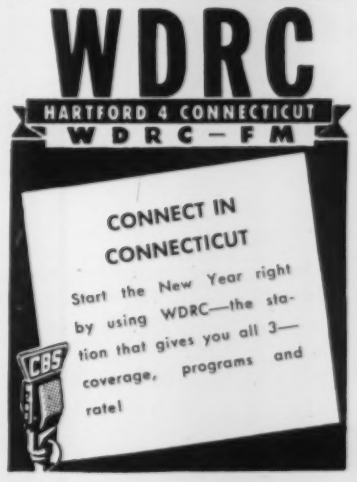
The number of extra sets in homes has been affected by a redistribution to new families, for according to the NAB new radio families are formed by individuals breaking away from the family unit, couples marrying, and the older folks presenting the newlyweds with one of the extra sets from the old homestead.

LAST MEETING
House FCC Probers to Adopt Report Tuesday

FINAL MEETING of the House Select Committee to Investigate the FCC has been called by Chairman Lea (D-Cal.) for Tuesday morning (Jan. 2) to adopt a report which must be submitted by midnight Tuesday when the 78th Congress expires.

The Committee favors new legislation but its members disagree as to the type. Robert B. Barker, general counsel, said the almost two years of hearings included 4,992 printed pages of testimony, 202 exhibits and cost $105,242.01. A balance of $4,757.99 was returned to the House contingent fund.

Last week the Committee returned to the FCC 110 station files, 4,864 separate files on stations and 5,800 folders of Commission meeting minutes. Only one file is missing, said the general counsel—the financial file on KXOK St. Louis. A total of 150 witnesses were heard in 100 public sessions, 36 in 17 executive meetings, 174 witnesses gave statements privately and 38 others were interviewed.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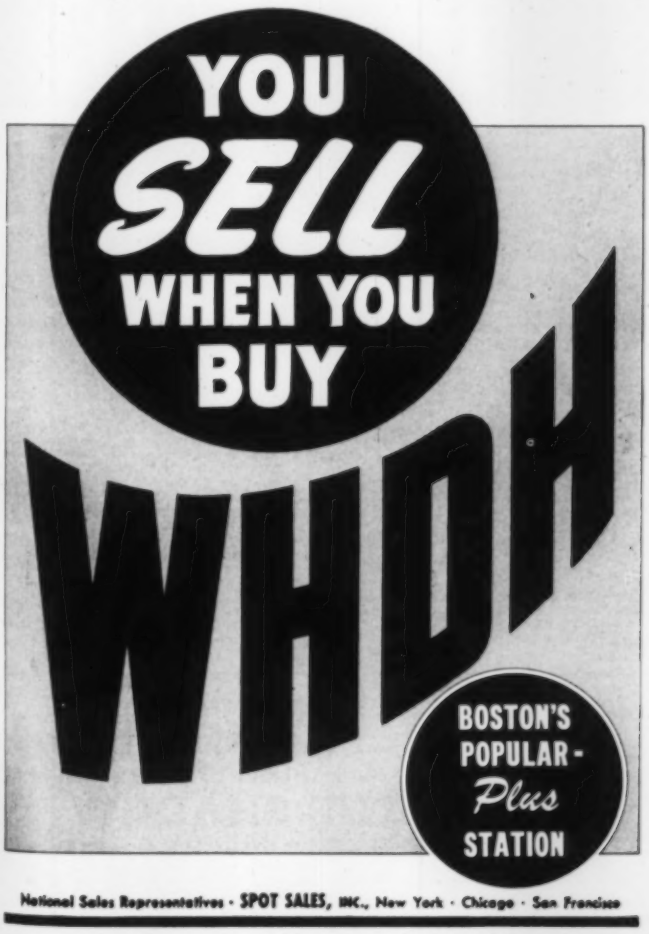
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BUY
WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 22 TO DECEMBER 29 INCLUSIVE

Decisions . . .

DECEMBER 26

1230 kc NEW-Fetzer Broadcasting Co., Grand Rapids, Mich.—Granted mod. CP new standard station (WJEF) for extension completion date from 12-31-44 to 3-31-45; conditions.

1240 kc-KIUL Garden City, Kan.—Granted license to cover CP increase 100 w to 250 w and make changes equipment.

1340 kc-KSUB Cedar City, Utah—Granted license to cover CP increase 100 w to 250 w and changes in equipment.

NEW-The Atlanta Journal Co., Area of Atlanta, Ga.—Granted license to cover CP new developmental broadcast station (W4XAJ, portable) for area of Atlanta with 700 w on frequencies to be assigned from time to time by FCC; conditions.

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Placed in pending file application for CP new FM station.

Airfan Radio Corp., San Diego—Same.

Santa Catalina Island Co., Avalon, Cal.—Same.

Blue Network Co., San Francisco—Same.

Thomas Patrick Inc., St. Louis—Same.

Harbenito Broadcasting Co., Harlingen, Tex.—Same.

The Metropolis Co., Jacksonville, Fla.—Same.

Quincy Newspapers Inc., Quincy, Ill.—Same.

Union-Tribune Pub. Co., San Diego, Cal.—Same.

Marcus Loew Booking Agency, Washington, D. C.—Same.

The Out West Broadcasting Co., Colorado Springs, Colo.—Same.

Regeants of the U. of New Mexico, Albuquerque—Placed in pending file application for CP new noncommercial educational station.

DECEMBER 27

1490 kc-KSAM Huntsville, Tex.—Granted mod. license change hours from D to unlimited.

1320 kc-WNBZ Saranac Lake, N. Y.—Granted renewal of license for regular period.

1330 kc-WLOL Minneapolis—Designated for hearing application for CP increase 1 kw to 5 kw, install new transmitter and change DA.

1450 kc-WKIP Poughkeepsie, N. Y.—Granted vol. assgn. license from Poughkeepsie Broadcasting Corp. to Poughkeepsie Newspapers Inc. No monetary consideration.

1150 kc-KSWO Lawton, Okla.—Granted vol. assgn. license from Willard Carver and Byrne Ross to Byrne Ross and R. H. Drewry d/b KSWO Broadcasting Co., for $17,500 for 50% interest.

660 kc-KSKY Dalals, Tex.—Granted vol. assgn. license from Chilton Radio Corp. to SKY Broadcasting Service.

850 kc-WEEU Reading, Pa.—Granted transfer of control from Clifford M. Chafey, Harold O. Lands, Harry S. Craumer and Raymond A. Gaul to George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein for $210,000.

1240 kc-KFBC Cheyenne, Wyo.—Granted acquisition of control by the Cheyenne Newspapers Inc. for $2,275 for 7% interest.

1400 kc-WGRC Louisville—Granted petition in part to reinstate application for CP and ordered that application be designated for further hearing to be consolidated with conflicting application of WKPT Kingsport, Tenn. on issues relating to conformity with FCC Supplemental Statement of Policy of Jan. 26, 1944. Adopted order denying petition of WGRC to intervene in Docket 6249 and ordered that application be consolidated with Docket 6052.

1460 kc-WMPS Memphis—Granted transfer of control from Memphis Pub. Co. to WMPS Inc., subsidiary of Plough Inc., for $335,000.

1460 kc-KSO Des Moines—Granted license renewal for period ending 11-1-47.

1370 kc-WCOA Pensacola, Fla.—Same.

1370 kc-WSPD Toledo, O.—Same.

Applications . . .

DECEMBER 22

910 kc-WABI Bangor, Me.—License to cover CP change frequency, increase power and install new transmitter and DA-N.

NEW-Matheson Radio Co., Boston—Mod. CP new developmental broadcast station (W1XMR) for approval trans. site and specify frequencies of 49,900 kc and 99,800 kc.

1360 kc-WA WSAI Cincinnati—Vol. assgn. license from Marshall Field to Buckeye Broadcasting Co.

970 kc NEW-Texoma Broadcasting Co., Wichita Falls, Tex.—CP new standard station 1 kw D.

1160 kc-WJJD Chicago—Transfer control from Marshall Field to Field Enterprises Inc.

1550 kc NEW-Commodore Broadcasting Inc., Springfield, Ill.—CP new standard station 250 w unlimited.

46,100 kc NEW-Wisconsin Radio Inc., Milwaukee—CP new FM station, 7,750 sq. mi., $150,000 to $200,000 estimated cost.

DECEMBER 26

46,300 kc NEW-Eagle Publishing Co., Pittsfield, Mass.—CP new FM station, 10,061 sq. mi.

1200 kc NEW-Norfolk Broadcasting Corp., Norfolk, Va.—CP new standard station 1240 kc 250 w unlimited, amended to change to 1200 kc and operation to D.

1450 kc NEW-Greater Huntington Radio Corp., Huntington, W. Va.—CP new standard station 250 w unlimited.

640 kc NEW-General Broadcasting Co., Atlanta, Ga.—CP new standard station 1 kw limited time using DA from local sunset to sunset at Los Angeles.

Channel 3 NEW-WISH Indianapolis—CP new commercial television station.

1340 kc NEW-Sierra Broadcasting Co., Reno, Nev.—CP new standard station 250 w unlimited.

DECEMBER 29

630 kc-WLAP Lexington, Ky.—Special service authorization for 630 kc 100 w N 250 w D for period 2-1-45 to 10-1-45.

590 kc-WFTC Kinston, N. C.—CP change 1230 kc to 590 kc, increase 250 w to 5 kw, install DA-N, change trans. site.

590 kc-WFTC Kinston, N. C.—Special service authorization for 590 kc 250 w D 100 w N for period ending 1-30-45.

1070 kc-KFBI Wichita, Kan.—CP increase 1 kw N 5 kw D to 1 kw N 10 kw D.

44,300 kc-NEW-KQW San Francisco—CP new FM station, 19,000 sq. mi., $132,050 estimated cost.

1380 kc-WTSP St. Petersburg, Fla.—Same.

1300 kc-WOOD Grand Rapids, Mich.—Granted license renewal for period ending 11-1-45 (and aux.).

1270 kc-WXYZ Detroit—Same.

1150 kc-WCOP Boston—Granted license renewal for period ending 5-1-47.

DECEMBER 28

WHEB Portsmouth N. H.—Granted motion for dismissal without prejudice of application for CP.

WJZ New York—Petition for enlargement of issues in re applications of KOB for mod. CP was referred to Commissioner by Commissioner Wakefield.

WNEW New York—Granted petition for leave to intervene in hearing now set 1-18-45 on application of WDGY.

KDYL Salt Lake City—Granted in part motion to postpone filing of written appearance re application for CP, and postponed until 10 days after action is taken by Commission on petition of KDYL for waiver of or an exception to Sec. 3.25.

Marshall Broadcasting Co., Marshall, Tex.—Granted petition to amend application for CP.

KGBX Springfield, Mo.—Granted motion to intervene in hearing now set 1-10-45 on application of Courier Broadcasting Service Inc. for new station Birmingham.

ACME PAINT
TAKING 30 STATIONS TO START
wires BILL JONES, HENRI, HURST and MacDONALD
THE SHADOW
Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

Three New Network Programs To Be Started by CIO-AFL

Informative and Persuasive Material of Public Service Nature to Dominate Broadcasts

THE CIO and AFL will start their year-round network programs [BROADCASTING, Nov. 6] this week with a total of three new network series on the air, leaning heavily for content on informative and persuasive material associated with the public service program, imitating technique, professional talent and writing and production personnel.

To Share Blue

The Blue Network, in announcing that the Sunday 6:45-7 p.m. period would be turned over to the CIO for the first six months of the year, and to the AFL for the last half, released expressions of general satisfaction with the plan from network and labor officials Chester J. LaRoche, Blue vice-chairman, said such organizations as these, whose activities are of vital interest to 12,000,000 American workers, "should be able to depend upon a regular broadcast time on a major network rather than be forced to request broadcast time when important occasions arise."

Programs will enable AFL to present its news and views directly to the public and to its 7,000,000 members William Green, AFL president said. Philip Murray, CIO leader, expressing thanks to the Blue for the regular period allotted declared: "We hope to attract and hold listeners by a lively and entertaining program" giving the true story of labor. He will give a short talk on the opening broadcast.

Peter Lyon, freelance writer and national president of the Radio Writers Guild has been retained to serve as professional radio adviser for the CIO on the Blue series, and the CBS 13-week series *Job for Tomorrow*, starting Jan. 6, Sat., 3:45-4 p.m., supervising both programs. He will write at least the first of the Blue programs.

Labor's political goals will be the theme of the opening broadcast, and with special problems faced by labor and the GIs of the second, these and future program dealing with labor. Format calls for a brief documentary drama presenting the theme, followed by an analysis by a CIO spokesman, and concluding with an interview with a prominent labor figure by Martin Gable, CIO, and a narrator. Blue producer and director will be Don Martin.

The CIO will suggest subjects, and check scripts for both the Blue and CBS series. CBS program, under the supervision of Lyman Bryson, produced by Robert Heller of CBS, and written by the CBS staff, will dramatize different industries each week, using a professional cast. Emphasis will be placed on industries' function now and in the postwar world, showing how they will provide jobs for returning veterans.

Churches to Apply For FM Licenses

IMMEDIATE application for FM stations and the general improvement of existing religious broadcasts are among the aims of a joint interdenominational committee set up in New York by the Congregational Christian, Methodist Episcopal and Presbyterian churches. Pending new allocation of FM frequencies, the committee will conduct surveys to determine desirable locations for FM stations and equipment costs.

Committee also plans to produce programs, using professional talent, and to supervise instruction for ministers and religious educators in the more effective use of radio. Named as radio director is Rev. Everett C. Parker, formerly of the NBC public service department and radio director of the original Congregational Radio Committee, forerunner of the new group.

NAB Applications Are Filed by Damm

ANY IDEAS that FM Broadcasters Inc. contemplates a merger with the NAB in the near future were scotched last week by Walter J. Damm, president of FMBI and vice-president and general manager of WTMJ - WMFM Milwaukee, owned by the Journal Co., in applications for membership of the two stations in the NAB.

Mr. Damm

In a statement filed with the applications, Mr. Damm pointed out that FMBI and the Television Broadcasters Asnn. each has a definite job to do in the formative stages of the arts—a job that cannot be done by the NAB "as the overall trade association". There is no attempt, he emphasized, to make FMBI the overall trade group. His statement follows:

I think submission of our applications at this time speaks for itself. It should settle among many people the perennial argument that this organization (or myself personally) is attempting to make FMBI the overall trade association. Our position in that has been made clear several times and I do not believe it will do any harm to reiterate it.

FMBI has a job to do during the formative stage of this new service, just as the TBA has a job to do. Neither of these jobs can be done by the NAB as the overall trade association. The NAB has a big task before it and can be of material help to all engaged in the radio industry. We sincerely hope that in doing that job it will prosper.

Wheeler's Views

DECLARING legislation must be based on the principle that radio is a public service supported by advertising and not primarily an advertising medium, Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee late Friday called "unjustified" claims that clear channel stations are necessary to serve rural areas. He reiterated his opposition to superpower and said a radio law should include such matters as "resale of broadcasting licenses" and assurances that both sides will get equal opportunity to air their respective views.

Coca Cola Plans

COCA COLA Co., Atlanta, with expiration of contract for *Songs From Morton Downey* on the Blue Monday through Friday 3-3:15 p.m., in February shifts the program to Mutual. Company will continue *Spotlight Bands* on the Blue, it was stated by a Coca Cola executive in Atlanta.

Noble Asks Plank

EDWARD J. NOBLE, chairman of the board of the Blue Network, is to advocate a plank in the next peace treaty allowing freedom of listening and freedom of broadcasting internationally, in a speech scheduled for delivery Jan. 1 on a special Blue New Year's program 1-2 p.m.

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WIZE Springfield Ohio
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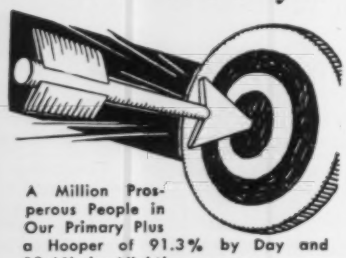
THROUGH
KDYL
UTAH'S NBC STATION
Utah has one of the highest per capita ratings as a radio listening market.
JOHN BLAIR & CO. National Representative

Hooper proves It's a Bull's-eye!



A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!
1000 WJHL 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.

ROME MELTS MORE IRON ORE THAN ANY OTHER CITY IN GEORGIA.
WRGA
Rome, Georgia
MUTUAL

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

Foreign Firms Are Anxious to Resume Commercial Television Programming

WILL THE New World, cradle of radio, or the Old World, first offer television as radio's ultimate service?

That question appears to be uppermost with radio men on both sides of the Atlantic. While commercial television got its start in this country, it became ensnared in regulatory difficulties (FCC) in 1939, whereas in England the same video process went ahead unhampered. The war, however, interrupted British continental television.

Anxious to Start

British manufacturers, according to trade reports from London, are chafing to get under way with 525-line television as soon as European peace is effected. In the United States, basic allocations first must be determined. Proponents of prompt introduction of television (similar to that planned by the British) want to retain lower band assignments as against high fidelity, high definition video in the upper bands supported largely by the non-manufacturing groups.

A report to BROADCASTING from London states British manufacturers interested in both British and Dominion markets are imploring the Board of Trade to decide the status of postwar television. They are demanding a specific or approximate date for the switchover to commercial production of television transmitters and receivers.

"The fear which persists here," the London correspondent reports, "is that the British radio industry may find itself left behind when the market opens and see trade going to other producers—notably in the U. S. It is agreed that there will not be any actual television tranmission for some considerable time postwar, in Great Britain, but the manufacturers here definitely are readying for the opening when it does break and have no intention of being left at the post."

The trade opinion is that British manufacturers will suffer if there is inordinate delay. This complaint is not unique to radio, it is reported, but is being voiced by almost every industry and every businessman.

Leading British manufacturers anticipate a "tremendous demand" for television sets as soon as BBC is allowed to resume television broadcasting. The question the manufacturers ask, it is reported, is: "Shall we have to wait until the Americans get started to selling them, before we can go into production ourselves?" One spokesman said that "it looks almost certain that America will be able to get in first unless we are given a chance to plan for a switchover."

In the United States, manufacturers are fearful lest the British get under way first, unimpeded by Governmental restraints, but using basic American methods, patents and circuits. They contend it would be tragic if television, born, nurtured and developed in the United States, should first provide national service in another country.

Baird Process

John Baird, British radio inventor, recently demonstrated his new "Telechrome" process, in which steroscopic and colored pictures are shown directly on the cathode ray tube. He said that such a set, producing color television, would cost about 30% more than pre-war black-and-white television sets. "Every cinema will be a television theatre and every set a television set," Mr. Baird predicted in appraising postwar radio. "Stereoscopic vision will be a reality in television long before it is a reality on the screen."

From Paris has come word that France has made considerable progress in high definition television, using 1050-line transmission, and that tentative schedules call for inauguration of programs next January or February. Afternoon and evening programs, to include motion pictures, revival of film and music hall classics, newsreels and direct pickups of important events in the Paris area, are contemplated. [See BROADCASTING, Dec. 18.]

March of Dimes

NATIONAL Foundation for Infantile Paralysis, New York, will present Jan. 30 on the four networks a program featuring Jack Benny on behalf of the annual March of Dimes campaign. Mr. Benny will also plug the drive in three non-broadcast shows from New York, Philadelphia and Boston starting Jan. 20. Eleanor Roosevelt will be on an exclusive broadcast on the Blue Jan. 18. Other network programs are being planned and the organization will offer all stations a series of transcribed one-minute, five-minute and quarter-hour programs, to start Jan. 14, featuring well-known stars and sportscasters.

Snow in September..

down South...
Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.
CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

VIDEO, THREE AM PETITIONS FILED

APPLICATIONS were filed with the FCC last week for three new standard stations and a new commercial television outlet to be located in Indianapolis.

Greater Huntington Radio Corp., Huntington, W. Va., is applicant for a new standard outlet on 1450 kc, to operate with 250 w and unlimited hours. A. B. Hyman is president, S. T. Hyman, secretary-treasurer, and J. R. Macum, vice-president. A third interest in the new company is held each by Biggs-Long Realty Corp., Orpheum Operating Co. and State Operating Co., of which Messrs. A. B. and S. T. Hyman and Macum are affiliated in similar capacities.

Mike Benton, doing business as General Broadcasting Co., Atlanta, has filed for standard facilities of 640 kc, 1,000 w and limited time. Mr. Benton is major owner, president and director of General Elevator Co., Atlanta.

New standard local outlet on 1340 kc with 250 w and unlimited time is requested for Reno, Nev. by Sierra Broadcasting Co., owned by Dr. Dana D. Little, president (50%), and Ralph K. Wittenberg, secretary-treasurer (50%), an attorney. Both are holders of amateur operator's licenses.

Licensee of WISH Indianapolis, Capitol Broadcasting Corp., has filed for a new commercial television outlet on Channel 3.

Beatty Participations

TWO sponsors have begun participation in Morgan Beatty's news program, broadcast over NBC on a local sponsorship basis Monday through Friday, 12:45-1:00 p.m. CWT. Eight-in-One Cold Tablets started Dec. 25, thrice weekly for 13 weeks, thru H. W. Kastor & Sons, Chicago; Gassman Dept. store began Dec. 26, twice weekly for 13 weeks through Newby & Peron Inc., Chicago.

PETER FOX BREWING Co., Chicago, is sponsoring *Club DeLuxe*, half-hour transcribed show featuring Paul Roberts, m.c., on WMAQ Chicago. Schwimmer & Scott placed the 26-week contract.

The SCHOOL of RADIO TECHNIQUE
(America's Oldest School Devoted Exclusively to Radio Broadcasting)
8 Weeks' Evening Course
JANUARY 8
6 Weeks' Day Course
JANUARY 9
Taught by Network Professionals, for Beginner & Advanced students, include:
• Announcing • Station Routine
• Newscasting • Acting
• Continuity Writing • Diction
• Commentating • Voice
Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.
VETERANS: accepted if qualified under G. I. Bill of Rights.
R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

Operator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Progressive daytime southern station needs chief engineer and announcer. The chief must be technically on his toes. The announcer? Just a good average man for newscasts and commercials. If you can double and handle both jobs, we'll up the ante. Send full information, transcription first letter. No drifters. Box 950, BROADCASTING.

Wanted—A good, dependable and capable announcer with at least two years experience in announcer-control operation. News, commercial and sustaining programs. If you want a good job with a solid Blue Network station in the east, state full particulars in detailed letter. Write to Box 987, BROADCASTING.

Wanted—Licensed engineers for new midwest station going on air soon. Please submit full particulars in first letter. Write Box 991, BROADCASTING.

Radio station in middlewest has opening for radio engineer. Must have either first, second or third class license. Write full qualifications and we will pay expenses for interview. Box 27, BROADCASTING.

Radio station in middlewest has opening for sales manager. Person may now be active in radio station sales' department but is looking for opportunity to expand. Must be qualified to completely supervise and sell local and national spot and network advertising. Fullest cooperation assured and expenses paid for interview. Please write full particulars and give as much detail as possible. Box 28, BROADCASTING.

Sales promotion man—Urgently needed by network owned station to replace present party being advanced to New York headquarters. See promotion job seeks man elsewhere this page.

Radio repair man. Experienced with or in the process of getting operators license. Ground floor opportunity with prospective new station in easy-to-live-in community in California. Box 47, BROADCASTING.

Wanted—Announcer. Good character, dependability and desire to go ahead in radio more important than experience. We prefer to train you, anyway, and you'll really get a chance to learn all phases of small station operation. Fair starting salary with more in view if you qualify. Write Manager, WCHV, Charlottesville, Va.

Help Wanted (Cont'd)

Southern California station wants an experienced announcer for all night record show. Must be an air personality, not just a disc-jockey. Most prove successful night owl operation in former jobs. Box 53, BROADCASTING.

Operator-announcer with first class license for Alaska station. Edwin A. Kraft, 708 American Bldg., Seattle, Washington.

Wanted—First or second class operator—1 kw Blue station. Excellent opportunity. Pleasant working conditions. State salary. WTJS, Jackson, Tennessee.

Wanted—Two 1st class engineers. 3 announcers for North Carolina's newest station located Henderson, N. C., Henderson Radio Corp., Box 104, Henderson, N. C.

Announcer, experienced only 250 watt local with Mutual outlet. Capable of reading news, spinning platters and writing own continuity. Good position for the right man who can handle heavy commercial schedule. KDLR, Devils Lake, N. Dak.

Immediate position available for combination man holding first class license telephone. Telegraph collect station KFJI, Klamath Fall, Oregon.

Wanted at KPFA, Helena, Montana, 250 watt, NBC affiliate; one announcer who can write commercial copy handle sport shows and newscasts. Also, one straight announcer who can write copy. State experiences, references. Restricted permit not necessary, but bring additional salary.

Experienced control operator needed at once. Discharged serviceman given preference. Send all details WDRC, Hartford 4, Conn.

Situations Wanted

Combination announcer-operator and chief engineer. 31 years old, married, sober and wants to advance. 4F in draft. Complete knowledge of radio station. Prefer western U. S. What do you have to offer? Box 43, BROADCASTING.

Capable young man, 34 years old wants permanent position as play by play sports announcer. Experienced. Box 44, BROADCASTING.

Recent college graduate with executive ability to handle advertising and programming. Box 45, BROADCASTING.

Program director with opportunity for writing special shows. Discharged. 23. Well trained voice. Good background and experience. Now with NBC 5 kw, that carries all network shows. Box 46, BROADCASTING.

Available on two weeks notice Jan. 1. Transmitter operator, first class license, control room operator, restricted license. Both experienced and desire permanent connection with progressive station. Box 49, BROADCASTING.

Announcer—6 years experience, college graduate, 4F. Controls restricted license. Box 50, BROADCASTING.

Radio news editor, experienced. Now employed by NBC affiliate. Can do newscasting. Draft exempt. Minimum salary seventy-five dollars weekly. Box 52, BROADCASTING.

Available. Third class operator and announcer. 25 years old. Draft exempt. Satisfactory service record. Experienced. Box 994, BROADCASTING.

A-1, 4F experienced announcer — News, commercials, sports color. Presently employed, but unhappy. Box 54, BROADCASTING.

Situations Wanted (Cont'd)

Discharged veteran desires opening news or continuity. Two years versatile radio experience in army public relations. Shows carried by WMAZ and WBML, Macon, Ga. Available immediately. Wire Sid Peters, Norwalk Avenue, Westport, Conn.

Announcer-production man. Experienced in handling all type shows. Interested in joining progressive station. Married. Draft exempt. Prefer East coast. Box 55, BROADCASTING.

Announcer—woman. 5 years staff announcing experience on 5 kw network affiliate. News, music, women's. Box 56, BROADCASTING.

Experienced announcer and program director, 4F, desires permanent position with progressive southern California station, preferably Los Angeles area. Topnotch newscaster, commercial man, M C, with musical experience. Excellent references. Box 42, BROADCASTING.

Wanted to Buy

Wanted to buy—Modulation and frequency monitors, turntables, speech input console. Prefer RCA equipment for 250 station. Box 984, BROADCASTING.

Wanted to buy—Transmitter equipment. Advise what you have and lowest cash price. Box 35, BROADCASTING.

5 kw transmitter or component parts. Box 40, BROADCASTING.

Urgently needed One frequency monitor, one modulation monitor for 250 watt station. Call collect Chief Engineer, WCOL, Columbus, Ohio, Main 4581.

Wanted to buy—250 or 1000 watt broadcasting set up. Studio, transmitter, tower, etc., and all accessories. Give full details description. Box 57 BROADCASTING.

For Sale

For sale—250 watt transmitter, FCC filing data, also frequency monitor. $3,000. Write Box 32, BROADCASTING.

Three Presto recorders for sale. Like new, perfect condition. Address P. O. Box 163, Laredo, Texas.

Miscellaneous

Will furnish equipment for radio station for interest. Box 26, BROADCASTING.

To Discharged Veterans . . .

If you have good radio experience, either in the program or sales fields, we want full particulars both as to your military and civilian activities.

A well-known network station in Eastern city can use a few men with ambition to get ahead. Good earnings.

Box 48, Broadcasting

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

SOUND EFFECTS
One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions—Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

YOUR CANADIAN DISTRIBUTION
is assured thru
WALTER P. DOWNS Ltd.
633 Dominion Sq. Bldg., Montreal, Can.
Present Lines:
PRESTO RECORDING CORP.
FONDA CORP. AMPEREX TUBES
AUDIO DEVELOPMENT CO.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT-SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

BUY WAR BONDS

PROMOTION JOB SEEKS MAN

A 50,000 watt, network-owned station in a major eastern market will enjoy hearing from a thoroughly experienced sales promotion man, who appreciates full rein, unlimited opportunity for advancement, alert management, and a fat budget to spend. Write fully in strictest confidence.

Box 58, Broadcasting

Want a Hooper Booster?

As your program manager I can hypo anemic ratings. I am now employed as idea man-writer-director for key network station. Former program manager 50 kw affiliate. Want permanent position in a progressive station where results are required.

Box 51, Broadcasting

Trammell Praises Radio's War Role

Broadcasters' Wish in '45 Is To Air News of Victory

NILES TRAMMELL, NBC president reviewed 1944 and the industry's record in broadcasting election and invasion news, entertainment and educational material, and furthering the war effort, and Frank E. Mullen, NBC vice-president and general manager presented the outlook for radio in 1945 in two statements last week.

New services of FM and television, bringing added facilities and stimulus to American broadcasters in their efforts to help make postwar America "a new land of opportunity" will provide new lifetime careers for thousands of young men and women, Mr. Mullen stated.

Sees Video Aids

"We who are engaged in the art, science and industry of radio" he said "look forward to the day when by means of television we shall see as well as hear our neighbors all over the earth, of every race, language and creed, united in peace and good will," he said. "Broadcasters have no greater New Year's wish than to broadcast in 1945 to the world the news of Germany's unconditional surrender."

All services of broadcasting are made possible by American advertisers, Mr. Trammell emphasized in summarizing 1944 radio highlights. Notably, sponsors gave generously in 1944 to war-effort announcements and projects during their own commercial program time, he said pointing out that under the American system of broadcasting, revenue from commercial time allowed radio to present thousands of sustaining public service programs.

Mr. Trammell paid special tribute to the many radio artists who travelled throughout the world to entertain the armed forces.

Blue Stations Committee To Meet on 1945 Plans

THE BLUE Network Stations Planning & Advisory Committee will meet in New York Jan. 16 and will hold a joint conference with network officials the following day at Blue headquarters, to discuss 1945 plans.

H. Allen Campbell, WXYZ Detroit, Dist. 2, chairman; Henry P. Johnston, WSNG Birmingham, Dist. 4, vice-chairman; Harold Hough, KGKO Fort Worth, Dist. 6, have been reelected representatives of their respective districts and are expected to attend along with William A. Riple, WTRY Troy, N. Y., Dist. 1; C. T. Hagman, WTCN Minneapolis, Dist. 3; Duncan Pyle, KVOD Denver, Dist. 5, and W. B. Stuht, KJR Seattle, Dist. 7. Elections were completed last week to select an eighth member from the newly created Dist. 8, formed from Dist. 4 and covering the Southeastern and Florida group [BROADCASTING, Dec. 11].

Rosen Says 1,000-Line Video Feasible; Barthelemy Experiments Unhampered

EDITOR BROADCASTING:

The controversy between NBC and CBS over the possibilities of French television is of particular interest to me in view of my lengthy experience in Paris in the French radio field. It would be impossible to say that either the NBC or the CBS opinions are right—or wrong. Considering their diversified sources of information, they cannot help but arrive at completely opposite conclusions.

In the case of the NBC representative in Paris, John MacVane, his consultant was Jean Guignebert, director general of French radio. Mr. Guignebert, who is dealing in commercial realities, bases his statement that French television is moving at a "dog-trot" pace, on the official French standard of 450-line television transmission. While we may be sure that Mr. Guignebert makes his statement in good faith, it must be considered that he has been preoccupied, for the past few years, with the French underground movement and has undoubtedly given the major part of his attention to political, rather than scientific, matters. Consequently, and please do not think that I am underestimating Mr. Guignebert's abilities as the new director of French radio, the belief expressed by that worthy gentleman can, so to speak, be taken with a grain of salt.

Murrow's Report

On the other hand, the report of Edward R. Murrow, CBS representative, was formulated as a result of consultation with Rene Barthelemy, chief engineer of Compagnie Francaise de Television in Paris. Mr. Barthelemy, who had unlimited opportunity for research and experimentation during the years of German occupation, due to his exemption from military duty because of advanced age, is perhaps better able to judge the strides made in French video development on the basis of his great scientific knowledge.

In addition, Mr. Barthelemy was unhampered by German interference with his experiments for two reasons. First, the experiments were conducted in a private laboratory and had no connection with the official French broadcasting setup. Second, the Germans were only too willing to await the results of private television research in the belief that once new methods were conclusively established, they would simply assume possession of all existing facilities and exploit them for the benefit of the "new order".

My personal opinion leans toward Mr. Barthelemy's statement that "1,000-line television . . . is perfectly feasible" and that "there is no longer any insurmountable technical obstacle to putting it into general use". When I spoke with Mr. Barthelemy in 1939, he was convinced that 1050-line image projection was possible. He was working on the idea at that time and I am sure that in the intervening five years he has accomplished his objective, although I am inclined to think it will be some time before it can be put to real practical use.

HERBERT ROSEN
Radio Press Service
New York

Goodrich Considers

B. F. GOODRICH Co., Akron, through BBDO New York is understood to be planning sponsorship of a weekly half-hour program on the Blue featuring Groucho Marx, screen comic. Agency officials were in Akron last week conferring with Goodrich regarding possible show, with a decision to be reached this week. The rubber company currently sponsors a five-minute series by Joseph C. Harsch Monday through Friday on CBS.

Drawn for BROADCASTING by Sid Hix
"Give It a Little More Hop on the Reflectors, Bert!"

WOOD IS APPOINTED HACKETT EXECUTIVE

EDWARD W. WOOD Jr., former general sales manager of Mutual, has been appointed a member of M. H. Hackett Co., New York agency, headed by Montague H. Hackett, partner and radio director. Mr. Wood will work on new business and will be active in the management of the agency.

Mr. Wood

Mr. Wood was associated with WGN Chicago one of the founders of Mutual, and with the network itself from 1932 until Sept. 30, 1944. when he resigned as general sales manager and member of the operating board of directors. In the interim he has been vacationing in the South and attending to various business interests in New York.

After several years on the advertising staff of the *Chicago Tribune*, and a short period with *True Story* magazine, Mr. Hackett in 1932 became a salesman at WGN the *Tribune* station, soon headed its New York office and in 1935 became WGN-Mutual sales manager. With reorganization of Mutual in January 1940 Mr. Wood was named to the newly created post of sales manager of the network, a post taken over by Z. Barnes following Mr. Wood's resignation last fall.

Sillerman Reports 18% Gain in Keystone Billings

KEYSTONE Broadcasting System billings are up 18% over 1944, M. M. Sillerman, president, reported in a year end review released by the transcription network lauding radio's work in the war effort. The year end review reported that KBS affiliates through 1944 contributed 131,169 station hours of KBS originated programs to the war effort. Broken down, this amounts to 1 hours per week broadcast by each affiliate. In the case of war bond drives special plugs have been written by the KBS continuity staff and woven into the sustaining programs.

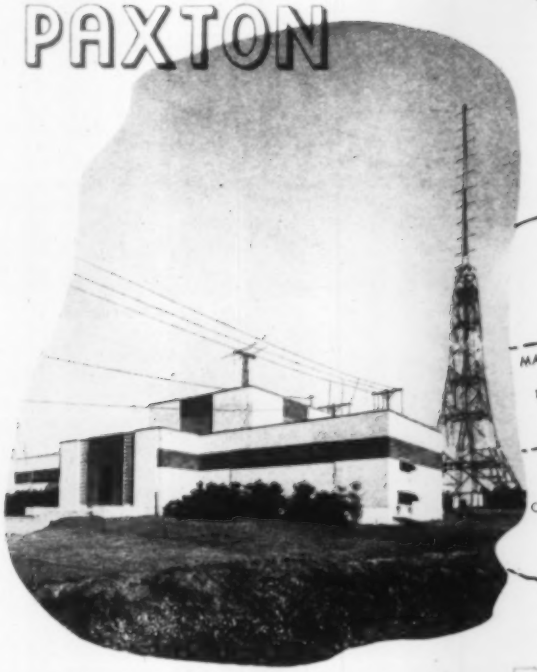
Paraphrasing the work of the NAB small station panel, Mr. Sillerman in the year end review states that "KBS has advised its affiliates in official memoranda that the conditions prevailing are abnormal, and that in order to fortify themselves from inroads of competition from new locals in their small markets, the stations should be as aggressive as if they were in a strong competitive situation. This is particularly underscored with reference to national advertising."

Sloan to Wesley

DR. EARL S. SLOAN Inc., division of William R. Warner Inc. New York, has appointed Wesley Assn., New York, to handle advertising for Sloan's liniment effective Jan. 6. Company discontinues Jan. 5 *Gangbusters* on 9 Blue stations, Friday 9-9:30 p.m. and is expected to start another network series.

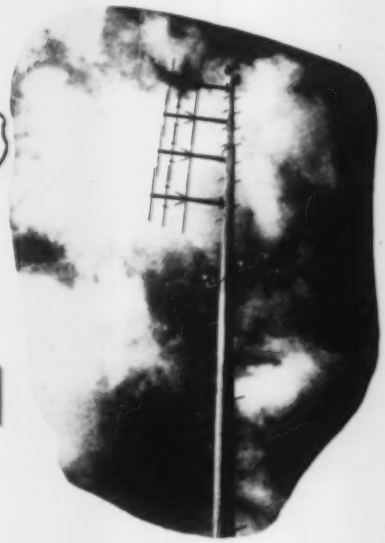
REL

PAXTON



FIRST WITH F.M. RELAY!

(S.T.L.)



BOSTON

F. M. relay operation...offered by others as a postwar possibility...is already an REL accomplishment of proven reliability.

● For five years, the first studio-to-transmitter F. M. relay ever to be installed has been in continuous practical operation by the Yankee Network **without wire connections** between studio and transmitter. Programs originating in Station WEOD, located atop the Buckminster Hotel, Boston, are relayed to Station WGTR 50 kw, also on REL installation in Paxton 43 miles distant, over two hill-ranges and beyond line of sight.

Yes, REL has in back of its organization five years of practical operation—in F. M. relaying, a field generally regarded as one for future development. REL has again established a scientific precedent . . . and continues to energetically and successfully lead the field in radio pioneering!

REL equipment in this installation consists of 250 w., S-T link transmitter operating on 156.75 mc.

Sales Representatives

MICHIGAN	MID WEST	PACIFIC COAST
M. N. Duffy & Co., Inc.	REL Equipment Sales, Inc.	N. B. Neeley
2040 Grand River Ave., W.	612 N. Michigan Blvd.	5334 Hollywood Blvd.
Detroit, Mich.	Chicago, Ill.	Hollywood, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.